

## CUET-UG Mass Media & Communication Sample Paper - 2

Duration: 1 Hour

Maximum Marks: 250

### Instructions

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

- Q1.** In the Shannon-Weaver Model, if a sender uses complex technical jargon that the receiver cannot decode, which specific element is being compromised?
- (A) Channel Capacity  
(B) Semantic Noise  
(C) Entropy  
(D) Feedback Loop
- Q2.** The 'Global Village' concept, which implies that communication technology collapses barriers of time and space, was famously introduced by which theorist mentioned in contemporary media studies?
- (A) Walter Lippmann  
(B) Majid Tehranian  
(C) Marshall McLuhan  
(D) Amartya Sen
- Q3.** Which project, launched in 1975, is considered the world's largest social experiment in using satellite technology for rural education in India?
- (A) Secondary School Television Project  
(B) Satellite Instructional Television Experiment (SITE)  
(C) Delhi Agriculture Television



(D) Indian National Satellite Project

**Q4.** Match the following Mass Communication areas with their key concepts:

List I (Area)	List II (Concept)
A. Communication	i. Inverted Pyramid, 5Ws & 1H, Defamation
B. Journalism	ii. Cyber Activism, Trolling, Netiquettes
C. Advertising & PR	iii. Shannon-Weaver Model, Social Change
D. TV Production	iv. Pre-production, Production, Post-production
E. Radio	v. Scripting for the ear, Mixer, Microphone types
F. Cinema	vi. Phalke, Lumière Brothers, Parallel Cinema
G. Social Media	vii. Brand Building, Crisis Management, Covert Ads
H. New Media	viii. Media Convergence, Internet Paradigm Shift

(A) A-iii, B-i, C-vii, D-iv, E-v, F-vi, G-ii, H-viii

(B) A-i, B-iii, C-v, D-vii, E-iv, F-ii, G-vi, H-viii

(C) A-viii, B-ii, C-iii, D-i, E-vi, F-v, G-vii, H-iv

(D) A-ii, B-viii, C-iv, D-vi, E-iii, F-i, G-v, H-vii

**Q5.** Regarding the evolution of TV in India, which specific event in 1982 acted as a catalyst for the nationwide expansion of the terrestrial transmitter network and color TV?

(A) Launch of SITE

(B) Asian Games (Asiad '82)

(C) Introduction of Prasar Bharati

(D) Launch of Satellite TV

**Q6.** In the Inverted Pyramid structure, which specific journalistic tool allows the reader to understand the '5Ws and 1H' in the first few sentences?

(A) The Nut Graph

(B) The Summary Lead

(C) The Byline

(D) The Dateline



- Q7.** Which role in a news organization is specifically tasked with acting as an ombudsman to arbitrate complaints from the public regarding bias or inaccuracies?
- (A) Copy Editor  
 (B) Investigative Reporter  
 (C) Reader's Editor  
 (D) Editorial Writer
- Q8.** A journalist publishes a story based on "Sting Operations" without verifying the authenticity of the video. Which primary journalistic ethic is being violated?
- (A) Accuracy  
 (B) Partisan reporting  
 (C) Confidentiality  
 (D) Ephemeral nature
- Q9.** Match the following Advertising and PR concepts with their correct meanings:

List I	List II
A. Covert Advertising	i. Strategic communication to handle emergencies
B. Brand Building	ii. Hidden promotional messaging within content
C. Crisis Management	iii. Long-term identity creation of a product
D. Role of PRO	iv. Public relations officer managing media relations

- (A) A-ii, B-iii, C-i, D-iv  
 (B) A-iii, B-ii, C-iv, D-i  
 (C) A-i, B-iv, C-ii, D-iii  
 (D) A-iv, B-i, C-iii, D-ii
- Q10.** Civil Defamation in India is primarily concerned with:
- (A) Imprisonment of the reporter  
 (B) Monetary compensation for damage to reputation  
 (C) State censorship of the news agency  
 (D) Mandatory public apology in the editorial



- Q11.** Which of the following is an example of 'Yellow Journalism'?
- (A) In-depth investigative reporting
  - (B) Sensationalism and crude exaggeration to attract readers
  - (C) Objective reporting of accidental events
  - (D) Precise market segmentation
- Q12.** A reporter must possess a 'nose for news'. In the context of ethics, this trait must be balanced with:
- (A) Speed over verification
  - (B) Checking the accuracy of reports
  - (C) Subjective interpretation
  - (D) Partisan allegiance
- Q13.** When a brand is integrated seamlessly into a movie script, such as a protagonist drinking a specific brand of soda, it is known as:
- (A) Institutional Advertising
  - (B) Advocacy Advertising
  - (C) Covert Advertising
  - (D) Social Advertising
- Q14.** A Public Relations Officer (PRO) uses age, gender, and income levels to target an audience. This is known as:
- (A) Geographic segmentation
  - (B) Psychographic segmentation
  - (C) Demographic segmentation
  - (D) Behaviouristic segmentation
- Q15.** Which type of advertising is primarily brought out by NGOs to expose specific social or political issues?



- (A) Product Advertising
- (B) Advocacy Advertising
- (C) Political Advertising
- (D) PSA (Public Service Announcement)

**Q16.** The primary difference between a 'Social Advertisement' and 'Advocacy Advertising' is that the latter:

- (A) Is always funded by the government
- (B) Specifically aims to influence public opinion on controversial issues
- (C) Focuses only on brand building
- (D) Uses only traditional media like newspapers

**Q17.** The 'USP' of a product is its:

- (A) Ultimate Selling Price
- (B) Unique Selling Proposition
- (C) Universal Service Provider
- (D) Ultra Selling Proposition

**Q18.** An extra allowance of at least 10% added to the production budget to cover unexpected expenses is called:

- (A) Above-the-line budget
- (B) Below-the-line budget
- (C) Contingency budget
- (D) Annual movie budget

**Q19.** Identify the correct sequence of the film post-production process:

- (A) Exposed film → Rushes → Assembling → Rough cut
- (B) Picture negative → Final cut → Rushes → Assembling
- (C) Rough cut → Exposed film → Rushes → Picture negative



(D) Assembling → Picture negative → Exposed film → Final cut

**Q20.** A 'Foley Artist' is primarily responsible for:

- (A) Editing the final visual cut
- (B) Creating sound effects using everyday objects in a studio
- (C) Managing the shooting ratio
- (D) Casting the actors for the project

**Q21.** Which document is used by a Director to identify technical faults in specific scenes after a day's shoot?

- (A) Call sheets
- (B) Rushes
- (C) Storyboard
- (D) Shooting ratio

**Q22.** A radio script writer avoids using "not" in sentences (e.g., instead of "The train is not late," they write "The train is on time"). Which principle of 'scripting for the ear' is primarily being applied?

- (A) Avoiding technical jargon
- (B) Conversational language and clarity
- (C) Creation of mental imagery
- (D) Compensating for the ephemeral nature of the medium

**Q23.** A sound engineer needs to record a roundtable discussion with one microphone placed in the center of the table to pick up sound equally from all participants. Which microphone polar pattern is most suitable?

- (A) Unidirectional
- (B) Bidirectional
- (C) Omnidirectional
- (D) Cardioid



- Q24.** In a radio mixing console, what is the primary function of the 'Preamplifier' before the signal reaches the fader?
- (A) To convert digital signals into analog waves  
 (B) To boost the low-voltage signal of the microphone to a line-level signal  
 (C) To route the audio to the transmitter  
 (D) To act as a limiter to prevent signal distortion
- Q25.** Dadasaheb Phalke's *Raja Harishchandra* (1913) is known as the first Indian feature film. Which technical limitation did Phalke face that influenced the casting of Anna Salunke in the female lead?
- (A) The high cost of professional actors  
 (B) Lack of female actors due to social taboos  
 (C) The film was a silent production  
 (D) The use of lab techniques learned from his wife
- Q26.** The Lumiere Brothers' 'Cinematographe' (1895) was revolutionary compared to Edison's 'Kinetoscope' because:
- (A) It allowed for synchronized sound recording  
 (B) It was a portable device that could also project film for a mass audience  
 (C) It was the first to use 70mm film  
 (D) It utilized a digital-to-analog converter
- Q27.** Match the following TV Production stages with their correct activities:

List I	List II
A. Pre-Production	i. Editing and final output preparation
B. Production	ii. Scriptwriting, budgeting, planning
C. Post-Production	iii. Live shooting and recording
D. Program Formats	iv. News, talk shows, documentaries

- (A) A-ii, B-iii, C-i, D-iv  
 (B) A-iii, B-ii, C-iv, D-i



(C) A-i, B-iv, C-ii, D-iii

(D) A-iv, B-i, C-iii, D-ii

**Q28.** The film *Manthan* (1976), directed by Shyam Benegal, is a landmark in Parallel Cinema. What was its unique production contribution to the 'New Wave' movement?

(A) It was the first film to use CGI in India

(B) It was crowdfunded by 500,000 dairy farmers

(C) it was the first film to be shot entirely on location in Salem

(D) It was the first project to utilize a contingency budget

**Q29.** In which film genre is the use of 'Chiaroscuro' lighting, cynical heroes, and *femme fatale* archetypes most prevalent?

(A) Science Fiction

(B) Film Noir

(C) Animation

(D) Gangster

**Q30.** Parallel Cinema is often termed as 'Social Realism'. Which of the following best describes this genre's approach?

(A) High-budget escapist formula

(B) A focus on authentic social issues and rejection of mainstream musical tropes

(C) Use of special effects to create fantasy worlds

(D) Promoting brands through endorser associations

**Q31.** Which form of 'Cyber Activism' involves the use of provocative, offensive, or off-topic messages to disrupt online discussions and divert attention from a cause?

(A) Slacktivism



- (B) Trolling
- (C) Netiquette
- (D) Digital Diplomacy

**Q32.** The concept of 'Netiquette' on social media platforms is best defined as:

- (A) A legal law governing internet use
- (B) A voluntary code of polite and responsible online conduct
- (C) The process of demographic segmentation
- (D) The algorithmic filtering of fake news

**Q33.** Match the following Cinema-related elements with their correct contributions:

List I	List II
A. Dadasaheb Phalke	i. Early pioneers of cinema in France
B. Lumière Brothers	ii. Father of Indian Cinema
C. Manthan	iii. Parallel cinema based on cooperative movement
D. Genres in Cinema	iv. Categories like drama, action, documentary

- (A) A-ii, B-i, C-iii, D-iv
- (B) A-iii, B-ii, C-i, D-iv
- (C) A-i, B-iv, C-ii, D-iii
- (D) A-iv, B-iii, C-ii, D-i

**Q34.** An 'Echo Chamber' on social media is a democratic challenge because it:

- (A) Increases the rapidity of information flow
- (B) Reinforces existing biases by exposing users only to similar opinions
- (C) Encourages the use of verifiable sources
- (D) Limits the reach of radio messages

**Q35.** In the context of 'Democratic Role', Amartya Sen argued that free media is crucial because:

- (A) It creates 'Snapshot judgments' about tribal people



- (B) It enhances the political attention that vulnerable groups receive
- (C) It focuses on behavioral segmentation
- (D) It allows for the widespread use of sting operations

**Q36.** Digital convergence has led to the 'Internet Paradigm Shift'. Which of the following is an example of 'Technological Convergence'?

- (A) A newspaper printing a Sunday supplement
- (B) A smartphone acting as a camera, radio, and television receiver
- (C) A Foley artist using everyday objects
- (D) The use of a call sheet in production

**Q37.** The 'Rapidity of Opinion' in the digital age often leads to the spread of 'Misinformation'. How is 'Misinformation' distinct from 'Disinformation'?

- (A) Misinformation is fabricated, while disinformation is accidental
- (B) Misinformation is false info shared without intent to harm, while disinformation is shared with malicious intent
- (C) Misinformation is always found in newspapers
- (D) There is no difference between the two terms

**Q38.** Majid Tehranian's mega-trends of the 21st century include Globalization, Liberalization, and Democratization. Which of these is most threatened by the 'Digital Divide'?

- (A) Globalization
- (B) Democratization
- (C) Liberalization
- (D) Industrialization

**Q39.** Match the following Radio concepts with their correct functions:

- (A) A-i, B-ii, C-iii, D-iv



List I	List II
A. Scripting for the ear	i. Writing style suitable for listening audience
B. Microphone types	ii. Devices converting sound into electrical signals
C. Mixer	iii. Controls and blends multiple audio inputs
D. Amplifier	iv. Increases audio signal strength

(B) A-ii, B-i, C-iv, D-iii

(C) A-iii, B-iv, C-i, D-ii

(D) A-iv, B-iii, C-ii, D-i

**Q40.** Which characteristic of New Media allows users to navigate information in a non-linear fashion through clickable links?

(A) Digitalization

(B) Hypertextuality

(C) Asynchronicity

(D) Ephemerality

### 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 trajectory of Indian media has been defined by a shift from state-controlled paternalism to a fragmented, market-driven digital ecosystem. In the early years of the Republic, broadcasting was envisioned as a tool for national integration and social change, exemplified by projects like SITE (1975). However, the 'Internet Paradigm Shift' has decentralized this vertical flow of information. While this 'Democratization'—one of Majid Tehranian's three mega-trends—has empowered the 'Prosumer', it has also introduced significant ethical friction. The 'Rapidly of Opinion' in New Media often bypasses traditional gatekeeping, giving rise to 'Post-Truth' environments where 'Fake News'—stories with no verifiable facts—can travel faster than 'Unadulterated Truth'. In this landscape, the role of the 'Reader's Editor' and the adherence to accuracy become not just professional standards, but democratic necessities to prevent the public sphere from collapsing into polarized echo chambers."



- Q41.** According to the passage, what was the primary objective of broadcasting projects like SITE during the early years of the Indian Republic?
- (A) To promote market-driven digital ecosystems
  - (B) To act as a tool for social change and national integration
  - (C) To replace traditional newspapers with satellite TV
  - (D) To encourage the rise of 'Post-Truth' politics
- Q42.** How does the author characterize the 'Internet Paradigm Shift' in the context of information flow?
- (A) It strengthened the vertical flow controlled by state paternalism
  - (B) It created a decentralized, fragmented ecosystem of information
  - (C) It eliminated the need for 'Democratization' in media
  - (D) It ensured that all digital content is verified by gatekeepers
- Q43.** Based on the text and Question ID 5416032, which digital tool would be most essential for a 'Prosumer' to locate and share 'Unadulterated Truth' online?
- (A) A high 'Shooting Ratio'
  - (B) A 'Uniform Resource Locator' (URL)
  - (C) A 'Contingency Budget'
  - (D) A 'Foley Artist'
- Q44.** The passage mentions the 'Reader's Editor'. Based on the context and Question ID 5416024, what is the specific function of this role in maintaining ethics?
- (A) To write headlines for 'Fake News' stories
  - (B) To arbitrate complaints and maintain standards of accuracy
  - (C) To increase the 'Rapidity of Opinion' on social media
  - (D) To manage the 'Below the line' production budget
- Q45.** Which 'Mega-trend' identified by Majid Tehranian is specifically linked in the passage to the empowerment of the 'Prosumer' ?



- (A) Globalization
- (B) Sanskritization
- (C) Democratization
- (D) Liberalization

### 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 transition from traditional media to the New Media landscape has triggered what theorists call an 'Internet Paradigm Shift'. In the previous century, the 'Public Sphere' was dominated by a vertical flow of information, where a few institutional gatekeepers determined the news agenda. Today, this has been replaced by a horizontal, peer-to-peer network where the distinction between the 'producer' and the 'consumer' has blurred, giving rise to the 'Prosumer'.

While this shift has democratized communication, it has also introduced the 'Paradox of Plenty'. With the 'Rapidity of Opinion' on social media, the time required for traditional fact-checking has shrunk, leading to the viral spread of 'Fake News'—stories that are intentionally or unintentionally false. Furthermore, algorithms often lead users into 'Echo Chambers', where they only encounter viewpoints that reinforce their existing biases. In this environment, the role of a 'Reader's Editor' or a professional mediator becomes crucial to arbitrate complaints and ensure that accuracy is not sacrificed for speed."

- Q46.** According to the passage, the 'Internet Paradigm Shift' is characterized by which change in the flow of information?
- (A) A shift from horizontal networks to vertical institutional control
  - (B) A transition from top-down gatekeeping to peer-to-peer distribution
  - (C) The complete elimination of the 'Public Sphere'
  - (D) A decrease in the number of 'Prosumers' in the market

- Q47.** The term 'Prosumer' mentioned in the text refers to individuals who:



- (A) Only consume professional news from traditional television
- (B) Both produce and consume media content in the digital age
- (C) Work exclusively as Reader's Editors in news organizations
- (D) Are responsible for fact-checking all social media posts

**Q48.** What does the author identify as a negative consequence of the 'Rapidity of Opinion' on social media?

- (A) It allows more time for gatekeepers to verify facts
- (B) It encourages the growth of the 'Paradox of Plenty'
- (C) It bypasses traditional fact-checking, allowing 'Fake News' to spread
- (D) It forces users to leave their 'Echo Chambers'

**Q49.** Based on the passage, 'Echo Chambers' are problematic because they:

- (A) Prevent the rapid flow of information across the internet
- (B) Isolate users within their own biases and reinforce existing beliefs
- (C) Require the constant presence of a Foley Artist
- (D) Are only accessible to institutional gatekeepers

**Q50.** What is the specific role of a 'Reader's Editor' as suggested in the final paragraph?

- (A) To create the 'Paradox of Plenty' for the audience
- (B) To arbitrate complaints and maintain standards of accuracy
- (C) To manage the 'Below the line' budget of news production
- (D) To ensure that the 'Internet Paradigm Shift' does not occur



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

**Concept:** In the Shannon-Weaver Model of communication, effective transmission depends on the accurate encoding and decoding of messages. When a sender uses overly complex or technical jargon that the receiver cannot understand, this creates a disruption in the semantic layer of communication. Semantic noise refers specifically to misunderstandings arising from differences in language, interpretation, or technical comprehension between sender and receiver.

**Solution:** If the sender's message is filled with terms the receiver cannot decode, the message's meaning is distorted. Even if the channel is clear and feedback is possible, the communication fails at the semantic level. This is a common issue in technical, scientific, or highly specialized communication contexts. Addressing semantic noise requires simplifying language, using analogies, or providing definitions to bridge knowledge gaps.

**Final Answer:** Semantic Noise

**Answer: (B)**

**Q2.****Solution**

**Concept:** The 'Global Village' concept describes how electronic media and communication technologies shrink distances, collapsing temporal and spatial barriers. It emphasizes the interconnectedness of the world, where information travels instantaneously, making global events immediately accessible. Marshall McLuhan, a Canadian media theorist, is credited with introducing this term in contemporary media studies, highlighting the profound societal and cultural impact of mass media.

**Solution:** According to McLuhan, technologies like television, radio, and the internet transform society into a "global village," where local and global experiences converge. This concept underscores the rapid flow of information and its influence on culture, politics, and social interaction. The idea remains relevant today, with digital media enabling real-time communication across continents, shaping perceptions and social behavior worldwide.

**Final Answer:** Marshall McLuhan

**Answer: (C)**



Q3.

**Solution**

**Concept:** The Satellite Instructional Television Experiment (SITE), launched in 1975 in India, was the largest social experiment in using satellite technology for educational purposes. Its aim was to deliver educational programs to rural areas via television, bridging the gap in access to quality education and information. SITE utilized INSAT technology to broadcast programs on health, agriculture, and literacy to remote communities.

**Solution:** SITE was implemented as a collaboration between NASA and the Indian government. It transmitted instructional content to over 2,400 villages across six states, reaching millions of viewers. The project demonstrated the potential of satellite communication for social development, influencing subsequent initiatives in distance education, rural development, and national broadcasting policy. It served as a model for using technology to achieve educational equity and social transformation.

**Final Answer:**

**Answer: (B)**



Q4.

**Solution**

**Concept:** Mass Communication areas have distinct core concepts. Communication theory focuses on models like Shannon-Weaver and social change. Journalism emphasizes reporting, accuracy, and tools like the inverted pyramid. Advertising and PR focus on branding, promotion, and crisis management. TV Production involves pre-production, production, and post-production stages. Radio emphasizes audio-centric scripting and technical equipment. Cinema covers historical and cultural developments. Social Media deals with online behaviors, while New Media explores convergence and internet-driven paradigms.

**Solution:** Correctly matching each area to its concept helps understand its scope and practices:

- Communication: Shannon-Weaver Model, Social Change
- Journalism: Inverted Pyramid, 5Ws & 1H, Defamation
- Advertising & PR: Brand Building, Crisis Management, Covert Ads
- TV Production: Pre-production, Production, Post-production
- Radio: Scripting for the ear, Mixer, Microphone types
- Cinema: Phalke, Lumière Brothers, Parallel Cinema
- Social Media: Cyber Activism, Trolling, Netiquettes
- New Media: Media Convergence, Internet Paradigm Shift

This alignment clarifies the theoretical and practical focus of each domain.

**Final Answer:** A-iii, B-i, C-vii, D-iv, E-v, F-vi, G-ii, H-viii

**Answer: (A)**

Q5.

**Solution**

**Concept:** Television in India experienced rapid expansion in the early 1980s, largely triggered by national events that demanded widespread media coverage. The 1982 Asian Games in Delhi served as a major catalyst for developing color TV broadcasting and expanding the terrestrial transmitter network nationwide. This event highlighted the importance of modern broadcast infrastructure for national pride and international visibility.

**Solution:** Prior to the Asiad, India had a limited black-and-white TV network. The Games' coverage required new transmitters, improved studios, and color broadcasting capability. The event demonstrated television's ability to unify audiences, provide real-time sports coverage, and promote social and cultural engagement. It also paved the way for future expansions in television infrastructure, programming, and public media outreach.

**Final Answer:** Asian Games (Asiad '82)

**Answer: (B)**



Q6.

**Solution**

**Concept:** In journalism, the Inverted Pyramid structure prioritizes delivering the most crucial information first. The '5Ws and 1H'—Who, What, When, Where, Why, and How—are summarized in the opening sentences of a news article, allowing readers to grasp the essential facts quickly. The Summary Lead is the journalistic tool that condenses the story's core elements at the beginning.

**Solution:** Using a Summary Lead ensures that even if readers read only the first few lines, they understand the critical aspects of the story. This method enhances clarity, efficiency, and accessibility, especially in print or online media where attention spans are limited. The approach reduces the risk of misinterpretation and provides a structured framework for expanding on details in subsequent paragraphs.

**Final Answer:**

**Answer: (B)**

Q7.

**Solution**

**Concept:** A Reader's Editor in a news organization functions as an ombudsman, addressing complaints and concerns from the public regarding bias, inaccuracies, or ethical issues in reporting. This role enhances accountability, transparency, and credibility in journalism by providing an independent review of content and practices.

**Solution:** The Reader's Editor evaluates reader feedback, investigates disputed articles, and ensures editorial standards are maintained. Unlike copy editors or reporters, this role is impartial and serves as a bridge between the newsroom and the audience. By addressing errors, clarifying misrepresentations, and recommending corrective action, the Reader's Editor strengthens public trust and supports ethical journalism.

**Final Answer:**

**Answer: (C)**



Q8.

**Solution**

**Concept:** Accuracy is a foundational journalistic ethic, ensuring that all published information is truthful, verified, and reliable. Publishing content without verifying sources, especially in sting operations or investigative contexts, violates the principle of accuracy. Upholding accuracy maintains credibility, public trust, and prevents the spread of misinformation.

**Solution:** If a journalist publishes a story based solely on an unverified video, they risk disseminating false or misleading information. Even if the content appears compelling, it must be cross-checked with credible sources before publication. Ignoring this duty undermines the journalist's responsibility to the public and can lead to reputational, legal, and ethical consequences. Ethical journalism requires verification, fact-checking, and responsible reporting.

**Final Answer:** Accuracy

**Answer: (A)**

Q9.

**Solution**

**Concept:** Advertising and PR concepts serve different strategic purposes. Covert advertising subtly integrates products into content. Brand building focuses on long-term identity creation for a product or company. Crisis management involves planned responses to emergencies affecting an organization. The PRO manages media relations and communication for the organization. Understanding these distinctions ensures effective campaign planning and ethical practices in promotion.

**Solution:** Matching each concept correctly:

- Covert Advertising: Hidden promotional messaging within content
- Brand Building: Long-term identity creation of a product
- Crisis Management: Strategic communication to handle emergencies
- Role of PRO: Public relations officer managing media relations

Correct alignment is crucial to implementing advertising and PR strategies effectively, ensuring clear communication of brand identity, managing public perception, and responding to crises efficiently.

**Final Answer:** A-ii, B-iii, C-i, D-iv

**Answer: (A)**



Q10.

**Solution**

**Concept:** Civil defamation in India deals with the legal consequences of harming an individual's reputation through false statements. Unlike criminal defamation, which can result in imprisonment, civil defamation focuses on compensating the victim for damage to reputation. The law allows affected individuals to seek monetary damages from the publisher or reporter responsible for the defamatory content.

**Solution:** When a journalist or media outlet publishes incorrect or damaging information about a person, the victim can file a civil suit seeking financial compensation. The aim is to restore reputation and provide restitution rather than punishing the journalist criminally. Civil defamation cases underscore the responsibility of media professionals to maintain accuracy, fairness, and diligence in reporting.

**Final Answer:** Monetary compensation for damage to reputation

**Answer: (B)**

Q11.

**Solution**

**Concept:** 'Yellow Journalism' refers to a style of reporting that emphasizes sensationalism, exaggeration, and entertainment over factual accuracy. This approach aims to attract readers, boost circulation, or generate engagement but often compromises ethical standards and misinforms the public.

**Solution:** Newspapers or media outlets practicing yellow journalism might use dramatic headlines, lurid stories, or sensational visuals without verifying the information. This contrasts with objective reporting, which prioritizes accuracy, balance, and verification. Recognizing yellow journalism is critical for both media producers and consumers to maintain ethical standards and discern reliable news from misleading content.

**Final Answer:** Sensationalism and crude exaggeration to attract readers

**Answer: (B)**



Q12.

**Solution**

**Concept:** Journalism ethics requires balancing the instinct for discovering news (often called a “nose for news”) with responsibility and accuracy. While speed and instinct help in identifying potential stories, ethical journalism demands verification and fact-checking before publication to ensure credibility and prevent the spread of misinformation.

**Solution:** A good reporter must be curious and alert to newsworthy events, but this instinct alone is not sufficient. Ethical journalism prioritizes accuracy over speed, meaning every piece of information must be verified through reliable sources before reporting. Without proper verification, even interesting or urgent news can become misleading or false. Options like subjective interpretation or partisan allegiance compromise objectivity, while prioritizing speed can lead to errors. Therefore, the correct ethical balance is ensuring that reports are checked for accuracy before publication.

**Final Answer:**

**Answer: (B)**

Q13.

**Solution**

**Concept:** Product placement is a marketing strategy in which branded goods or services are subtly integrated into entertainment content such as films or television shows. When done seamlessly within the narrative, it becomes a form of covert or embedded advertising, where the audience is influenced without explicit promotional messaging.

**Solution:** In movies, when a character naturally uses or interacts with a branded product—such as drinking a specific soda without direct advertisement—it is known as covert advertising or product placement. This technique integrates the brand into the storyline so that it appears organic and does not interrupt viewer experience. Unlike institutional, advocacy, or social advertising, which are explicit in purpose, covert advertising works subtly by embedding the brand within the content itself. Therefore, the correct term for such integration is covert advertising.

**Final Answer:**

**Answer: (C)**



Q14.

**Solution**

**Concept:** Audience segmentation in marketing and PR divides potential consumers into groups based on characteristics. Demographic segmentation classifies audiences by age, gender, income, education, or occupation, helping brands and PR officers tailor messages effectively to target groups.

**Solution:** When a PRO designs campaigns targeting people by age, gender, or income, they are applying demographic segmentation. This approach ensures that communication resonates with specific audience segments, improving engagement and effectiveness. Demographic segmentation is foundational in advertising, public relations, and media planning, enabling personalized messaging and strategic outreach.

**Final Answer:** Demographic segmentation

**Answer: (C)**

Q15.

**Solution**

**Concept:** Advocacy advertising is a form of communication used to influence public opinion on social, political, or environmental issues. It is often used by NGOs and activist groups to highlight concerns, challenge policies, or promote awareness. Unlike commercial advertising, it is not focused on selling products but on shaping attitudes and encouraging social change.

**Solution:** NGOs frequently use advocacy advertising to bring attention to issues such as human rights, environmental protection, or policy reforms. It is designed to persuade audiences and policymakers by presenting strong arguments and emotional appeals. This distinguishes it from product advertising or PSAs, which are more informational and less opinion-driven.

**Final Answer:** Advocacy Advertising

**Answer: (B)**



Q16.

**Solution**

**Concept:** Social advertising is designed to promote awareness and encourage positive behavioral change for the welfare of society, such as health, hygiene, education, or environmental protection. Advocacy advertising, on the other hand, is more persuasive and opinion-driven, focusing on shaping public opinion about specific issues, often controversial, political, or policy-related in nature.

**Solution:** While both social and advocacy advertising serve public-interest purposes, their intent differs significantly. Social advertising generally informs and educates people to adopt beneficial behaviors without taking a strong stance on debateable issues. Advocacy advertising goes further by actively promoting a viewpoint and attempting to influence public opinion on contested matters such as policies, rights, or reforms. It is not limited to government funding or specific media channels, nor is it focused on brand building. Therefore, the key distinction is that advocacy advertising specifically aims to influence public opinion on controversial issues.

**Final Answer:** Specifically aims to influence public opinion on controversial issues

**Answer: (B)**

Q17.

**Solution**

**Concept:** USP stands for Unique Selling Proposition, which refers to the distinct feature or benefit that makes a product stand out from its competitors in the market. It highlights what is special or different about a product, helping consumers understand why they should choose it over others. A strong USP is essential in marketing and advertising as it forms the core message of promotional campaigns and brand positioning strategies.

**Solution:** In marketing, every product must have a clear identity that differentiates it from similar offerings available in the market. This differentiation is communicated through the Unique Selling Proposition (USP). It focuses on a specific benefit, feature, or value that only that product provides or provides better than others. For example, it may be quality, price advantage, innovation, or service support. Options like Ultimate Selling Price or Universal Service Provider are incorrect because they do not represent marketing terminology. Therefore, USP is the correct concept used to define a product's unique advantage in the marketplace and guide consumer preference.

**Final Answer:** Unique Selling Proposition

**Answer: (B)**



Q18.

**Solution**

**Concept:** In film production budgeting, a contingency budget refers to an additional financial allocation set aside to manage unexpected costs or emergencies during production. It is usually a fixed percentage of the total production budget, often around 10 percent. This ensures that unforeseen expenses such as equipment failure, weather disruptions, or reshoots do not disrupt the overall production process or exceed financial limits.

**Solution:** Film production involves many unpredictable elements such as technical issues, location problems, or last-minute changes in shooting schedules. To manage these risks, producers allocate a contingency budget, which acts as a financial safety buffer. This extra allowance is not assigned to specific departments like camera or editing but is reserved for unexpected expenditures. Above-the-line and below-the-line budgets refer to different categories of production costs, while annual movie budget is not a standard industry term. Therefore, the correct term for an extra 10 percent provision is contingency budget, ensuring smooth production flow without financial disruption.

**Final Answer:** Contingency budget

**Answer:** (C)

Q19.

**Solution**

**Concept:** Post-production in filmmaking refers to all the processes that occur after shooting is completed, including editing, assembling shots, creating rough cuts, and finalizing the film. The sequence of post-production is important because it ensures proper organization of raw footage into a coherent narrative before the final version is produced. Each stage builds upon the previous one in a logical editing workflow.

**Solution:** After filming, the exposed film is first developed and reviewed as rushes, which are raw unedited footage. These rushes are then assembled into a preliminary structure known as assembly. From this, editors create a rough cut, which organizes scenes in approximate narrative order. This rough cut is further refined into the final cut after detailed editing and adjustments. The correct sequence ensures a systematic transformation from raw footage to a polished film. Other options incorrectly mix stages or reverse the logical workflow. Therefore, the correct post-production order begins with exposed film, followed by rushes, then assembling, and finally rough cut.

**Final Answer:** Exposed film → Rushes → Assembling → Rough cut

**Answer:** (A)



Q20.

**Solution**

**Concept:** A Foley Artist is a specialist in film sound production who recreates everyday sound effects to enhance audio quality in movies and television. These sounds are not recorded during filming but are added later in post-production to improve realism. Foley artists use various objects and techniques in a studio to match actions seen on screen, such as footsteps, clothing rustle, or object handling.

**Solution:** Sound plays a crucial role in making films realistic and immersive. However, many natural sounds are not captured clearly during shooting due to background noise or technical limitations. To solve this, Foley artists recreate sounds in controlled studio environments using props and materials. For example, walking on gravel may simulate footsteps, or crumpling paper may imitate fire. This process enhances the overall audio experience of the film. The other options such as editing visuals, managing shooting ratio, or casting actors are unrelated to sound design. Therefore, a Foley Artist's primary role is creating sound effects using everyday objects in a studio.

**Final Answer:** Creating sound effects using everyday objects in a studio

**Answer: (B)**

Q21.

**Solution**

**Concept:** In film production, daily monitoring of recorded footage is essential to ensure technical and creative quality. After each shooting day, filmmakers review raw footage to detect errors in lighting, framing, continuity, performance, or sound. This process helps the director and crew correct issues early before moving forward in production, reducing costly reshoots and maintaining overall film quality.

**Solution:** The footage shot during the day is reviewed in its raw form to identify any technical or performance-related issues. This raw, unedited footage is known as rushes (or dailies). Rushes allow the director, cinematographer, and editor to evaluate whether scenes have been properly captured and whether any corrections are needed. Call sheets are used for scheduling the next day's shoot, storyboards are pre-visual planning tools, and shooting ratio refers to the amount of footage shot compared to what is used in the final film. Therefore, the correct document used to identify technical faults after a day's shoot is rushes.

**Final Answer:** Rushes

**Answer: (B)**



Q22.

**Solution**

**Concept:** In radio scripting, clarity and ease of comprehension for the listener are essential because the medium is auditory and transient. Writers often avoid negative constructions and instead use positive phrasing to reduce cognitive load and improve instant understanding. This practice is part of scripting for the ear, which emphasizes simplicity, conversational flow, and listener-friendly language.

**Solution:** Replacing negative statements like "not late" with positive equivalents like "on time" helps listeners process information quickly without confusion. Since radio does not allow rereading, clarity must be immediate. This principle ensures smoother communication and avoids misinterpretation in real-time audio broadcasting.

**Final Answer:** Conversational language and clarity

**Answer: (B)**

Q23.

**Solution**

**Concept:** Microphone polar patterns describe how a microphone picks up sound from different directions. An omnidirectional microphone is designed to capture sound equally from all directions (360 degrees), making it ideal for group recordings where speakers are arranged around a central point.

**Solution:** In a roundtable discussion, participants are seated around a table and speak from multiple directions. A centrally placed microphone must capture sound uniformly without favoring any one direction. Unidirectional and cardioid microphones mainly capture sound from one direction, while bidirectional captures from two opposite directions only. Therefore, the most suitable choice is an omnidirectional microphone, as it ensures balanced and equal sound pickup from all participants regardless of their position around the table.

**Final Answer:** Omnidirectional

**Answer: (C)**



Q24.

**Solution**

**Concept:** In audio production, a preamplifier (preamp) is an essential component of a mixing console that prepares weak microphone signals for further processing. Microphone outputs are very low in voltage and need amplification before they can be properly mixed, processed, or transmitted in professional audio systems.

**Solution:** When sound is captured through a microphone, the electrical signal produced is extremely weak (mic-level signal). A preamplifier boosts this signal to a stronger line-level signal, making it suitable for further processing in the mixing console. Without this step, the signal would be too weak and noisy for effective audio mixing or transmission. It does not convert digital signals, route audio directly to transmitters, or act primarily as a limiter. Its main role is signal gain and conditioning at the initial stage of audio processing. Therefore, the correct function is to amplify low-voltage microphone signals to line-level.

**Final Answer:** To boost the low-voltage signal of the microphone to a line-level signal

**Answer: (B)**

Q25.

**Solution**

**Concept:** Early Indian cinema faced several technical and social challenges during its development. One of the most significant limitations was the absence of trained female actors due to prevailing social norms, which restricted women from performing in films. This influenced casting decisions in early productions.

**Solution:** Dadasaheb Phalke's *Raja Harishchandra* (1913), being the first Indian feature film, was produced at a time when acting in films was not socially accepted for women. Due to strong social taboos, female actors were not available or willing to perform on screen. As a result, Phalke cast a male actor, Anna Salunke, to portray the female role. This decision was not due to technical constraints like sound or lab techniques, but primarily due to societal restrictions on women participating in cinema. Hence, the key influencing factor was the lack of female actors because of social taboos.

**Final Answer:** Lack of female actors due to social taboos

**Answer: (B)**



Q26.

**Solution**

**Concept:** The Lumière Brothers' Cinematographe and Edison's Kinetoscope represent two different approaches in early film technology. The key innovation of the Cinematographe was its ability to both record and project motion pictures, making cinema a public, shared viewing experience rather than an individual one.

**Solution:** Edison's Kinetoscope was designed for individual viewing, where one person at a time could watch a film through a peephole device. In contrast, the Lumière Brothers' Cinematographe was a lightweight and portable machine that could both record motion pictures and project them onto a screen for large audiences. This innovation transformed cinema into a collective entertainment medium. It did not involve synchronized sound, digital technology, or 70mm film formats, which came much later in film history. Therefore, its revolutionary aspect was its dual function as a recording and projection device suitable for mass viewing.

**Final Answer:** It was a portable device that could also project film for a mass audience

**Answer: (B)**

Q27.

**Solution**

**Concept:** Television production is broadly divided into three main stages: pre-production, production, and post-production. Each stage involves specific tasks that ensure the smooth creation of a program, from planning and scripting to shooting and final editing. Additionally, program formats refer to the types of television content such as news, talk shows, and documentaries.

**Solution:** Pre-production involves all planning activities such as scriptwriting, budgeting, and scheduling before actual shooting begins. Production is the execution stage where live shooting and recording take place. Post-production includes editing, sound design, and final output preparation. Program formats are categories of television content like news, talk shows, and documentaries. Matching each correctly gives A-ii, B-iii, C-i, and D-iv, which reflects the standard workflow and classification in television production.

**Final Answer:** A-ii, B-iii, C-i, D-iv

**Answer: (A)**



Q28.

**Solution**

**Concept:** The Parallel Cinema movement in India, also known as the New Wave, focused on realistic storytelling and socially relevant themes. Unlike mainstream cinema, it emphasized authenticity, minimal commercial elements, and often experimented with innovative production methods, including alternative funding models.

**Solution:** *Manthan* (1976), directed by Shyam Benegal, is a landmark film in Parallel Cinema because it was uniquely funded through a cooperative effort. The film was crowdfunded by approximately 500,000 dairy farmers who contributed small amounts to support its production. This was a revolutionary model of participatory cinema financing, directly involving the audience in filmmaking. It was not the first CGI film, nor was it defined by contingency budgeting or a single-location shooting claim. Its true significance lies in collective funding and its strong link with the cooperative movement in India, making it a milestone in socially engaged filmmaking.

**Final Answer:** It was crowdfunded by 500,000 dairy farmers

**Answer: (B)**

Q29.

**Solution**

**Concept:** Film genres are characterized by recurring visual styles, narrative themes, and character archetypes. Film Noir is a genre known for its dark visual style, morally complex characters, and themes of crime and pessimism. It heavily uses chiaroscuro lighting, which emphasizes strong contrasts between light and shadow.

**Solution:** Chiaroscuro lighting is a defining visual technique of Film Noir, creating dramatic contrast and emphasizing mystery and moral ambiguity. This genre often features cynical or anti-hero protagonists and the archetype of the femme fatale, a seductive but dangerous female character who influences the narrative. Science fiction, animation, and gangster films may use stylistic lighting, but they are not defined by this combination of visual and thematic elements. Therefore, the correct genre is Film Noir.

**Final Answer:** Film Noir

**Answer: (B)**



Q30.

**Solution**

**Concept:** Parallel Cinema in India, also known as Social Realism, emerged as an alternative to mainstream commercial cinema. It focuses on realistic storytelling, socially relevant themes, and often avoids formulaic elements like songs, dances, and exaggerated dramatization.

**Solution:** Social Realism in cinema aims to portray real-life issues such as poverty, inequality, and social injustice in an authentic manner. It rejects the escapist and commercial formula of mainstream films and instead emphasizes natural performances, realistic settings, and meaningful narratives. It does not rely on special effects, fantasy worlds, or brand promotion. Therefore, the best description of Parallel Cinema is its focus on genuine social issues and rejection of mainstream musical and commercial tropes.

**Final Answer:** A focus on authentic social issues and rejection of mainstream musical tropes

**Answer: (B)**

Q31.

**Solution**

**Concept:** Cyber activism involves various forms of online participation and behavior aimed at influencing digital discussions or social causes. These behaviors can be constructive, neutral, or disruptive depending on intent and impact.

**Solution:** Trolling refers to the deliberate use of provocative, offensive, or irrelevant messages in online spaces to disrupt discussions and divert attention from meaningful conversation or causes. Unlike slacktivism, which involves minimal effort participation, or digital diplomacy, which promotes constructive engagement, trolling is intentionally disruptive. Netiquette refers to proper online behavior, not misconduct. Therefore, the correct term for disruptive cyber behavior is trolling.

**Final Answer:** Trolling

**Answer: (B)**



Q32.

**Solution**

**Concept:** Netiquette is a combination of the words “internet” and “etiquette” and refers to the set of informal rules that guide respectful, responsible, and appropriate behavior in online communication and social media platforms.

**Solution:** Netiquette is not a legally enforced system or algorithmic mechanism, but a voluntary code of conduct followed by users to ensure respectful interaction in digital spaces. It includes behaviors such as avoiding offensive language, respecting others’ opinions, and maintaining civility in discussions. It is different from legal regulations, data filtering systems, or marketing segmentation processes. Therefore, netiquette is best defined as a voluntary code of polite and responsible online conduct that promotes healthy digital communication.

**Final Answer:** A voluntary code of polite and responsible online conduct

**Answer: (B)**

Q33.

**Solution**

**Concept:** In cinema history, several key figures, movements, and concepts have distinct contributions. Dadasaheb Phalke is regarded as the pioneer of Indian cinema, while the Lumière Brothers are credited as early pioneers of cinema in France and global film projection. Films like *Manthan* are associated with the Parallel Cinema movement, and cinema genres classify films into categories based on narrative style and content.

**Solution:** Dadasaheb Phalke is known as the Father of Indian Cinema for producing *Raja Harishchandra*. The Lumière Brothers were early pioneers of cinema in France and are credited with developing early motion picture technology and public film screening. *Manthan* (1976), directed by Shyam Benegal, is a landmark Parallel Cinema film based on the cooperative movement and crowd-funded by dairy farmers. Cinema genres refer to structured categories such as drama, action, and documentary that help classify films based on themes and storytelling styles. Therefore, the correct matching is A-ii, B-i, C-iii, and D-iv.

**Final Answer:** A-ii, B-i, C-iii, D-iv

**Answer: (A)**



Q34.

**Solution**

**Concept:** Social media echo chambers refer to environments where users are primarily exposed to information and opinions that align with their existing beliefs. This phenomenon is a significant challenge to democratic discourse because it limits exposure to diverse viewpoints and strengthens ideological polarization.

**Solution:** An echo chamber forms when algorithms or user behavior lead individuals to engage mostly with like-minded content and communities. This reinforces existing biases and reduces critical engagement with opposing perspectives. In a democratic society, this is problematic because informed decision-making requires exposure to diverse viewpoints and balanced information. While echo chambers may increase engagement or information flow, they undermine pluralism and healthy debate. They do not primarily relate to radio limitations, nor do they promote verified sourcing. Therefore, the correct democratic concern is that they reinforce existing biases by exposing users only to similar opinions.

**Final Answer:** Reinforces existing biases by exposing users only to similar opinions

**Answer: (B)**

Q35.

**Solution**

**Concept:** Amartya Sen, in his work on democracy and development, emphasizes the importance of free media as a tool for accountability and social justice. He argues that open access to information ensures that the concerns of marginalized and vulnerable groups receive attention in public discourse and policymaking.

**Solution:** According to Amartya Sen, free and independent media plays a crucial role in strengthening democracy by bringing attention to the conditions and needs of vulnerable populations. When media functions freely, it helps generate public discussion, exposes injustices, and pressures governments to respond to neglected issues such as poverty, famine, or inequality. This increases political accountability and ensures that marginalized voices are not ignored. Options such as snapshot judgments, behavioral segmentation, or sting operations do not reflect Sen's core argument. Therefore, the correct reason is that free media enhances the political attention that vulnerable groups receive.

**Final Answer:** It enhances the political attention that vulnerable groups receive

**Answer: (B)**



Q36.

**Solution**

**Concept:** Technological convergence refers to the integration of multiple communication and media functions into a single device or platform. In the digital age, devices are no longer limited to a single function but combine various media capabilities, enabling seamless access to information, communication, and entertainment.

**Solution:** A smartphone is a classic example of technological convergence because it integrates multiple devices such as a camera, radio, television, internet browser, and communication tool into one system. This reflects the Internet Paradigm Shift, where traditional media boundaries are dissolved through digital integration.

**Final Answer:** A smartphone acting as a camera, radio, and television receiver

**Answer: (B)**

Q37.

**Solution**

**Concept:** In media studies, both misinformation and disinformation refer to the spread of false or inaccurate information. However, the key difference lies in intent. Misinformation is false or misleading information shared without the intention to cause harm, often due to misunderstanding or lack of verification. Disinformation, on the other hand, is deliberately created and spread with the intention to deceive or manipulate audiences.

**Solution:** In the context of rapid digital communication, information spreads quickly across social media platforms, often without proper verification. Misinformation arises when individuals unknowingly share incorrect content, believing it to be true. Disinformation, however, is more dangerous because it is intentionally designed to mislead, influence opinions, or achieve political, social, or economic gains. This distinction is important in understanding the challenges of digital media literacy and information credibility. Therefore, the correct difference is based on intent: misinformation is unintentional, while disinformation is intentional and malicious.

**Final Answer:** Misinformation is unintentional false info, disinformation is intentional false info

**Answer: (B)**



Q38.

**Solution**

**Concept:** Majid Tehranian's mega-trends of the 21st century—globalization, liberalization, and democratization—describe broad socio-economic and political transformations. Among these, democratization is most dependent on equal access to information and communication technologies, making it highly vulnerable to disparities in digital access.

**Solution:** The digital divide refers to the gap between individuals, communities, or nations that have access to modern information and communication technologies and those that do not. This unequal access directly affects participation in democratic processes such as access to information, political engagement, and expression of opinions. While globalization and liberalization may still proceed through economic or institutional mechanisms, democratization is heavily dependent on inclusive digital access. If sections of society are excluded from digital platforms, their ability to participate in democratic discourse is weakened. Therefore, democratization is the most threatened mega-trend in the presence of a digital divide.

**Final Answer:** Democratization

**Answer: (B)**

Q39.

**Solution**

**Concept:** Radio production involves several technical and creative components, each serving a specific function. These include scripting, audio capture, mixing, and amplification, all of which contribute to the final broadcast output. Each element has a clearly defined role in ensuring clarity and quality of sound communication.

**Solution:** In radio production, scripting for the ear refers to writing content in a conversational style suitable for listening audiences, ensuring clarity and engagement. Microphone types are devices that convert sound waves into electrical signals for recording or transmission. A mixer is used to control and blend multiple audio inputs, balancing voices, music, and effects. An amplifier increases the strength of audio signals to ensure they are transmitted or heard clearly. Matching these correctly gives A-i, B-ii, C-iii, and D-iv, which accurately reflects standard radio production functions.

**Final Answer:** A-i, B-ii, C-iii, D-iv

**Answer: (A)**



Q40.

**Solution**

**Concept:** New Media is characterized by interactive and user-driven features that distinguish it from traditional media. One of its key characteristics is hypertextuality, which allows users to move between interconnected pieces of information through clickable links, enabling non-linear navigation.

**Solution:** Hypertextuality refers to the structure of digital information where content is linked through hyperlinks, allowing users to access information in multiple directions rather than a fixed sequence. This enables non-linear exploration of content, which is a defining feature of New Media platforms such as websites and digital archives. Digitalization refers to converting information into digital form, asynchronicity refers to communication without real-time interaction, and ephemerality refers to temporary content availability. However, none of these describe non-linear navigation. Therefore, the correct characteristic is hypertextuality.

**Final Answer:** Hypertextuality

**Answer: (B)**

Q41.

**Solution**

**Concept:** Broadcasting initiatives like the Satellite Instructional Television Experiment (SITE) in India were designed during the early years of the Republic to use mass communication as a developmental tool. The objective was not commercial expansion but socio-economic upliftment, education, and national integration through information dissemination in rural areas.

**Solution:** SITE aimed to bridge the information gap between urban and rural populations by delivering educational and developmental content via satellite television. It was conceived as a tool for social transformation, promoting literacy, health awareness, and unity across diverse regions of India, thereby supporting nation-building goals.

**Final Answer:** To act as a tool for social change and national integration

**Answer: (B)**



Q42.

**Solution**

**Concept:** The Internet Paradigm Shift refers to the transformation of communication systems from centralized, controlled models to decentralized and participatory networks. This shift has changed how information is produced, distributed, and consumed, reducing gatekeeping and increasing user participation.

**Solution:** In this new environment, information flows in multiple directions across interconnected networks rather than through a single authority. This results in a fragmented but highly interactive ecosystem where users actively create, share, and modify content, reshaping traditional media hierarchies.

**Final Answer:** It created a decentralized, fragmented ecosystem of information

**Answer: (B)**

Q43.

**Solution**

**Concept:** A prosumer is both a producer and consumer of media content in the digital age. To access and share reliable information online, digital tools that enable direct access to authentic sources are essential. A Uniform Resource Locator (URL) serves as a direct link to specific online resources.

**Solution:** A URL allows users to locate, verify, and share original digital content efficiently, making it a crucial tool for accessing unfiltered or authentic information. In contrast, options like shooting ratio, contingency budget, and Foley artist are related to film production, not digital information verification.

**Final Answer:** A 'Uniform Resource Locator' (URL)

**Answer: (B)**

Q44.

**Solution**

**Concept:** The Reader's Editor functions as an independent ethical overseer in journalism, ensuring accountability and addressing public grievances regarding media content. This role strengthens trust between the audience and the media by correcting inaccuracies and upholding journalistic standards.

**Solution:** The Reader's Editor investigates complaints, evaluates contested reports, and ensures adherence to ethical norms such as accuracy, fairness, and transparency. This role does not create content or influence production budgets but acts as a mediator between the newsroom and the public to maintain credibility.

**Final Answer:** To arbitrate complaints and maintain standards of accuracy

**Answer: (B)**



Q45.

**Solution**

**Concept:** Majid Tehranian identified major global mega-trends such as globalization, liberalization, and democratization. Among these, democratization is closely linked to the rise of the prosumer, as digital technologies enable users to actively participate in content creation and information sharing.

**Solution:** The concept of democratization in media refers to the increasing accessibility and participation of individuals in communication systems. This empowers users to act as prosumers, breaking traditional barriers between producers and consumers and enhancing participatory communication.

**Final Answer:** Democratization

**Answer: (C)**

Q46.

**Solution**

**Concept:** The Internet Paradigm Shift describes a fundamental transformation in communication systems, where information flow moves away from centralized, hierarchical control toward decentralized, network-based interaction. This shift enables users to participate actively in creating, sharing, and distributing content.

**Solution:** In this new digital environment, traditional top-down gatekeeping by institutions is replaced by peer-to-peer communication networks. Information is no longer controlled by a few authorities but is widely circulated among users, increasing interactivity and participation while reducing centralized control.

**Final Answer:** A transition from top-down gatekeeping to peer-to-peer distribution

**Answer: (B)**



Q47.

**Solution**

**Concept:** In the digital media environment, the term “prosumer” combines “producer” and “consumer.” It reflects a shift in communication systems where audiences are no longer passive receivers of content but actively participate in creating, sharing, and distributing media through digital platforms and social networks.

**Solution:** The concept of prosumer emerges from the participatory nature of new media, where users engage in both consumption and production of content. Unlike traditional media audiences who only consume information, prosumers actively create blogs, videos, posts, and other digital content while also consuming content created by others. They are not limited to professional journalism roles nor are they solely responsible for fact-checking or editorial duties. Therefore, the correct definition is that prosumers are individuals who both produce and consume media content in the digital age.

**Final Answer:** Both produce and consume media content in the digital age

**Answer: (B)**

Q48.

**Solution**

**Concept:** Social media communication is characterized by extreme speed and immediacy, often referred to as the “rapidity of opinion.” While this enables fast dissemination of information, it also reduces the time available for verification and critical evaluation, leading to potential misinformation.

**Solution:** The rapid spread of opinions on social media means that information often circulates before it is properly verified. This bypasses traditional editorial and fact-checking mechanisms that exist in professional journalism. As a result, unverified or misleading information, commonly referred to as fake news, can spread widely and quickly. Other options such as improved gatekeeping, paradox of plenty, or escaping echo chambers do not directly capture this negative consequence. Therefore, the correct impact is that rapid opinion-sharing bypasses fact-checking, enabling fake news to spread.

**Final Answer:** It bypasses traditional fact-checking, allowing 'Fake News' to spread

**Answer: (C)**



Q49.

**Solution**

**Concept:** Echo chambers in digital communication refer to environments where individuals are primarily exposed to opinions and information that reinforce their existing beliefs. This limits exposure to diverse perspectives and contributes to polarization in public discourse.

**Solution:** Echo chambers are formed when users interact mainly with like-minded individuals or algorithmically filtered content that aligns with their beliefs. This isolation prevents exposure to opposing viewpoints and strengthens existing biases. As a result, users become more entrenched in their opinions, reducing critical thinking and balanced understanding. Echo chambers do not relate to technical production roles like Foley artists or access limitations by institutions. Therefore, their key problem is that they isolate users within their own biases and reinforce existing beliefs.

**Final Answer:** Isolate users within their own biases and reinforce existing beliefs

**Answer: (B)**

Q50.

**Solution**

**Concept:** A Reader's Editor in journalism is an internal accountability mechanism within news organizations. The role is designed to address reader complaints, ensure editorial transparency, and uphold journalistic standards of accuracy, fairness, and credibility.

**Solution:** The Reader's Editor acts as a mediator between the audience and the newsroom. Their primary responsibility is to investigate complaints related to published content, correct errors, and ensure that journalistic ethics and standards are maintained. They do not manage budgets, control technological shifts, or create media phenomena like the paradox of plenty. Instead, they serve as an accountability figure who safeguards trust between the publication and its readers. Therefore, the correct role is to arbitrate complaints and maintain standards of accuracy.

**Final Answer:** To arbitrate complaints and maintain standards of accuracy

**Answer: (B)**



## Answer Key

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

