

CUET-UG Mass Media & Communication Sample Paper - 3

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 is considered a 'Linear Model' of communication where feedback is not a primary component, and who are its primary proponents?

- (A) Shannon and Weaver
- (B) Wilbur Schramm
- (C) David Berlo
- (D) George Gerbner

Q2. The term 'Semantic Noise' in the Shannon-Weaver model of communication refers to:

- (A) Physical interference in the channel
- (B) Errors in the transmission of signals
- (C) Misinterpretation of meanings due to language barriers
- (D) Static noise in a radio broadcast

Q3. Match List-I (Medium) with List-II (Function) and select the correct option:

List-I (Medium)	List-II (Function)
(A) Community Radio	(I) Audience Engagement
(B) Commercial TV	(II) Social Change at Grassroots
(C) Social Media	(III) Revenue Generation
(D) Traditional Media	(IV) Cultural Preservation



- (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)

Q4. In the 'Inverted Pyramid' style of news writing, the most critical information is placed in the:

- (A) Nut-graph
- (B) Lead
- (C) Conclusion
- (D) Body paragraphs

Q5. The 5Ws and 1H are the fundamental pillars of journalism. What does the 'H' stand for?

- (A) History
- (B) Hypothesis
- (C) How
- (D) Headline

Q6. Under the Indian Constitution, the freedom of the press is implied under which Article?

- (A) Article 14
- (B) Article 19(1)(a)
- (C) Article 21
- (D) Article 32

Q7. A journalist publishes a false statement about a public figure that harms their reputation without any proof. This is a case of:



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

Q8. Assertion (A): Media ethics require journalists to avoid 'Conflict of Interest'.
Reason (R): Accepting gifts or favors from sources can compromise the objectivity of the news.

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

Q9. What is the primary role of a Public Relations Officer (PRO) during a corporate 'Crisis Management' phase?

- (A) Increasing product sales
- (B) Designing new advertisements
- (C) Managing communication to protect brand reputation
- (D) Hiring new employees

Q10. A brand includes a subtle placement of its product within a movie scene without explicitly calling it an advertisement. This is known as:

- (A) Surrogate Advertising
- (B) Covert Advertising
- (C) Social Advertising
- (D) Advocacy Advertising

Q11. In Television Production, the 'Post-Production' stage primarily involves:



- (A) Scriptwriting
- (B) Lighting and Set Design
- (C) Editing and Sound Mixing
- (D) Casting and Location Scouting

Q12. Which TV program format is characterized by unscripted real-life situations, often involving a competitive element?

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

Q13. For radio broadcasting, which type of microphone is best suited for recording a group discussion where sound comes from all directions?

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

Q14. The function of a 'Mixer' in a radio studio is to:

- (A) Amplify the signal to the transmitter
- (B) Combine and control different audio sources
- (C) Convert analog signals to digital
- (D) Store recorded audio files

Q15. Dadasaheb Phalke is known as the 'Father of Indian Cinema' for producing India's first indigenous silent feature film titled:



- (A) Alam Ara
- (B) Raja Harishchandra
- (C) Pather Panchali
- (D) Kisan Kanya

Q16. The 1970s 'Parallel Cinema' movement in India, characterized by realism and social critique, saw the release of 'Manthan'. This film is unique in film history because:

- (A) It was the first Indian film to win an Oscar.
- (B) It was entirely crowdfunded by 500,000 farmers of Gujarat.
- (C) It was the first film to use sync-sound technology.
- (D) It was directed by the Lumiere Brothers.

Q17. Which film genre is typically characterized by 'low-key' lighting, cynical protagonists, and a sense of moral ambiguity, often centered around crime?

- (A) Slapstick Comedy
- (B) Film Noir
- (C) Musical
- (D) Fantasy

Q18. The 'Internet Paradigm Shift' in communication has transitioned the audience role from being passive consumers to:

- (A) Silent observers
- (B) Prosumers (Producer-Consumers)
- (C) Mass targets
- (D) Linear decoders

Q19. The phenomenon where media technologies like computing, communication, and content merge into a single digital platform is known as:



- (A) Media Divergence
- (B) Media Convergence
- (C) Media Fragmentation
- (D) Media Conglomeration

Q20. 'Cyber Activism' is best defined as the use of social media and digital tools to:

- (A) Spread commercial advertisements rapidly.
- (B) Hack into government servers for personal gain.
- (C) Organize, mobilize, and advocate for social or political change.
- (D) Create entertainment content for viral reach.

Q21. Which of the following describes 'Netiquettes' in the context of digital communication?

- (A) The speed of an internet connection.
- (B) The legal framework governing cybercrimes.
- (C) The code of polite and appropriate behavior on the internet.
- (D) The process of encrypting sensitive data.

Q22. The 'Rapidity of Opinion' in New Media refers to the ability of users to:

- (A) Wait for editorial approval before posting.
- (B) Express and disseminate viewpoints instantly to a global audience.
- (C) Verify facts through traditional gatekeepers only.
- (D) Store opinions in a physical archive.

Q23. 'Trolling' on social media platforms is primarily characterized by:

- (A) Providing constructive feedback to creators.
- (B) Deliberately posting inflammatory or off-topic messages to provoke users.



- (C) Sharing educational content for public welfare.
- (D) Promoting digital literacy among the elderly.

Q24. Assertion (A): Television is considered a 'Cool' medium according to Marshall McLuhan.

Reason (R): It requires high participation from the audience to complete the sensory data.

- (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

Q25. In the context of Radio, 'Scripting for the Ear' means:

- (A) Using complex vocabulary and long sentences.
- (B) Using descriptive language that creates 'mental pictures' for the listener.
- (C) Relying heavily on visual cues and graphics.
- (D) Writing only in a technical, formal tone.

Q26. The 'Lumiere Brothers' are credited with the first public screening of projected motion pictures in 1895. Which device did they invent?

- (A) Kinetoscope
- (B) Cinematograph
- (C) Phonograph
- (D) Zoetrope

Q27. Which of the following is an example of a 'Social Change' communication strategy?

- (A) A billboard for a new luxury car.



- (B) An entertainment-education radio soap opera about hygiene.
- (C) A corporate PR campaign about quarterly profits.
- (D) A political debate about tax reforms.

Q28. What is the primary function of the 'Gatekeeping' process in journalism?

- (A) To increase the number of advertisements.
- (B) To filter and decide which information is disseminated to the public.
- (C) To ensure that all news is published without any editing.
- (D) To protect the identity of the advertisers.

Q29. Identify the correct sequence of stages in TV Production:

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

Q30. The concept of 'Democratic Role' of Social Media implies its capacity to:

- (A) Centralize power in the hands of a few tech giants.
- (B) Provide a platform for marginalized voices and public discourse.
- (C) Restrict access to information for common citizens.
- (D) Replace all forms of traditional government structures.

Q31. In Radio production, the 'Amplifier' is used to:

- (A) Convert sound into light waves.
- (B) Increase the strength of an electronic signal.
- (C) Mix different audio tracks together.
- (D) Record the voice of the presenter.



- Q32.** 'Brand Building' in Advertising is a process of:
- (A) Reducing the price of the product to the lowest possible.
 - (B) Creating a unique identity and positive perception for a product.
 - (C) Forcing customers to buy the product through repetitive ads.
 - (D) Hiding the flaws of the product from the public.
- Q33.** Which Indian media law deals specifically with the legal consequences of damaging a person's reputation through media?
- (A) Official Secrets Act
 - (B) Law of Defamation
 - (C) Copyright Act
 - (D) Right to Information Act
- Q34.** The 'Inverted Pyramid' structure is most commonly used in which of the following journalism formats?
- (A) Investigative Feature
 - (B) Hard News Report
 - (C) Editorial Opinion
 - (D) Personal Column
- Q35.** A 'Press Release' is a document primarily used by:
- (A) Journalists to ask questions.
 - (B) Public Relations professionals to provide information to the media.
 - (C) Film directors to write their scripts.
 - (D) The public to file complaints against the government.
- Q36.** Which of the following is a characteristic of 'New Media'?



- (A) One-way communication
- (B) Interactivity and Digitality
- (C) Static content
- (D) Absence of feedback loops

Q37. The term 'Evolution of Radio' in India is marked by the transition from 'Radio Ceylon' popularity to the establishment of:

- (A) Doordarshan
- (B) Akashvani (All India Radio)
- (C) Press Trust of India
- (D) National Film Development Corporation

Q38. In a TV news studio, the 'Teleprompter' is used to:

- (A) Record the video feed.
- (B) Display the script for the news anchor to read while looking at the camera.
- (C) Adjust the lighting on the set.
- (D) Switch between different camera angles.

Q39. 'Media Convergence' is heavily reliant on which of the following technological advancements?

- (A) Analog signal processing
- (B) Digitization
- (C) Print mechanical presses
- (D) Magnetic tape recording

Q40. The main goal of 'Crisis Management' communication is to:

- (A) Maximize profit during a disaster.



- (B) Minimize damage to an organization's reputation and maintain stakeholder trust.
- (C) Hide the crisis from the public and the media.
- (D) Blame competitors for the organization's problems.

Case Study 1

Read the following passage and answer the questions 41 to 45:

The evolution of the Internet from Web 1.0 to Web 2.0 has democratized content creation. Unlike the early days where users were static receivers, the current landscape is defined by 'convergence' and 'interactivity'. This shift has birthed 'Cyber Activism', where social media is used as a tool for political and social mobilization. However, this rapidity of opinion also brings challenges like 'Trolling' and the spread of misinformation. Netiquettes have become essential for maintaining order in this digital paradigm shift.

- Q41.** According to the passage, what is the primary factor that has democratized content creation?
- (A) The shift from Web 1.0 to Web 2.0
 - (B) The increase in internet speed
 - (C) The cost of digital devices
 - (D) The influence of traditional media
- Q42.** The passage defines 'Cyber Activism' as:
- (A) Hacking into social media accounts
 - (B) Using social media for political and social mobilization
 - (C) Selling products through digital platforms
 - (D) Creating viral entertainment videos
- Q43.** What does the term 'interactivity' imply in the context of the current digital landscape?



- (A) Users acting as static receivers
- (B) Two-way communication between users and content
- (C) The physical connection of cables
- (D) The speed of video buffering

Q44. Which of the following is mentioned as a 'challenge' resulting from the rapidity of opinion?

- (A) Media Convergence
- (B) Trolling
- (C) Netiquettes
- (D) Democracy

Q45. What is identified as essential for maintaining order in the digital paradigm shift?

- (A) High-speed bandwidth
- (B) Netiquettes
- (C) Web 1.0 protocols
- (D) Traditional journalism

Case Study 2

Read the following passage and answer the questions 46 to 50:

In the realm of professional journalism, the 'Inverted Pyramid' remains the gold standard for hard news, ensuring the 'Lead' delivers the 5Ws and 1H. However, journalists must navigate the 'Law of Defamation' to avoid 'Libel', especially when reporting on public figures. Simultaneously, the rise of 'Covert Advertising' in entertainment media has blurred the lines between content and commerce. In these scenarios, the 'Public Relations Officer' (PRO) plays a dual role: managing brand reputation and ensuring that 'Crisis Management' protocols are triggered during ethical controversies.



- Q46.** Based on the passage, why is the 'Inverted Pyramid' considered the 'gold standard' for hard news?
- (A) It allows for descriptive, flowery language.
 - (B) it ensures the most essential facts (5Ws and 1H) are in the Lead.
 - (C) It is the only format recognized by the Law of Defamation.
 - (D) It prevents the need for a Public Relations Officer.
- Q47.** According to the text, what is the primary risk for a journalist who fails to verify facts about a public figure?
- (A) Being forced into Covert Advertising.
 - (B) Legal action under the Law of Defamation (Libel).
 - (C) Promotion to a Public Relations Officer role.
 - (D) Shift from Hard News to Feature writing.
- Q48.** The passage suggests that 'Covert Advertising' is problematic because it:
- (A) Is too expensive for brand building.
 - (B) Blurs the distinction between editorial content and commercial promotion.
 - (C) Only uses the Inverted Pyramid structure.
 - (D) Requires the use of 5Ws and 1H.
- Q49.** What is the specific responsibility of a PRO mentioned in the context of 'ethical controversies'?
- (A) Writing the Lead for hard news reports.
 - (B) Avoiding the use of social media.
 - (C) Executing 'Crisis Management' protocols.
 - (D) Filing Libel cases against their own brand.



- Q50.** Which of the following best summarizes the relationship between journalism and PR described in the passage?
- (A) They are identical fields with no differences.
 - (B) Journalism focuses on factual reporting (5Ws), while PR manages brand reputation and crises.
 - (C) PR is a sub-section of the Inverted Pyramid.
 - (D) Both fields are governed strictly by the 1895 Cinematograph Act.



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

The Shannon-Weaver Model (1949) is often referred to as the 'mother of all models'. It is a linear, mathematical model of communication that describes the process as a one-way transmission of information from a source to a destination. Because it was originally designed for telecommunications, it does not account for simultaneous feedback or the social context of the receiver.

Solution:

1. Claude Shannon and Warren Weaver developed this model to improve technical communication. 2. It consists of five main elements: Information Source, Transmitter, Channel, Receiver, and Destination. 3. Unlike later models (like Schramm's), it is strictly linear. 4. Wilbur Schramm introduced the concept of 'Circular' communication with feedback. 5. Therefore, the primary proponents of the linear model are Shannon and Weaver.

Final Answer: The proponents are Shannon and Weaver.

Answer: (A)

Q2.**Solution****Concept:**

In communication theory, 'Noise' refers to any interference that distorts the message. In the Shannon-Weaver model, noise is categorized based on its origin. While physical noise is external, semantic noise occurs within the message itself due to differences in meaning, coding, or language.

Solution:

1. Physical noise involves environmental sounds or signal interference. 2. Semantic noise occurs when the sender and receiver do not share the same meaning for symbols or words. 3. This happens due to jargon, dialect differences, or poor use of grammar. 4. It is a psychological or linguistic barrier, not a technical one. 5. Thus, misinterpretation of meanings is the correct definition.

Final Answer: Semantic noise refers to misinterpretation of meanings.

Answer: (C)



Q3.

Solution**Concept:**

Different media platforms serve distinct societal and economic functions. Identifying these functions is key to understanding the media landscape in a developing nation like India.

Solution:

1. Community Radio is a non-profit tool for local empowerment and grassroots social change. 2. Commercial TV operates on an advertising-based model, making revenue generation its primary motive. 3. Social Media is built on Web 2.0, where audience engagement and user-generated content are central. 4. Traditional Media (like folk arts) is essential for cultural preservation and heritage. 5. Matching these: (A-II), (B-III), (C-I), (D-IV).

Final Answer: The correct sequence is (A)-(II), (B)-(III), (C)-(I), (D)-(IV).

Answer: (A)

Q4.

Solution**Concept:**

The 'Inverted Pyramid' is the standard structure for hard news stories. It prioritizes information by placing the most essential facts at the very top, followed by supporting details in descending order of importance. This allows readers to grasp the main point quickly.

Solution:

1. The 'Lead' (or Lede) is the opening paragraph of a news story. 2. It typically answers the 5Ws and 1H. 3. The 'Nut-graph' explains the context but follows the lead. 4. The 'Body' provides background and quotes. 5. Since the most critical info goes first, it is placed in the Lead.

Final Answer: The most critical information is in the Lead.

Answer: (B)

Q5.

Solution**Concept:**

The 5Ws (Who, What, Where, When, Why) and 1H (How) are the essential components of a news report. They ensure that a journalist covers all factual bases to provide a complete picture of an event to the audience.

Solution:

1. 'Who' refers to the people involved. 2. 'What' refers to the event. 3. 'Where' and 'When' provide the setting. 4. 'Why' explains the cause or reason. 5. 'How' explains the process or the manner in which the event unfolded.

Final Answer: The 'H' stands for 'How'.

Answer: (C)



Q6.

Solution**Concept:**

Freedom of the press in India is not explicitly mentioned as a standalone right in the Constitution. Instead, the Supreme Court of India has interpreted it as an essential derivative of the right to freedom of speech and expression.

Solution:

1. Article 19(1)(a) guarantees all citizens the right to freedom of speech and expression. 2. The landmark case *Romesh Thappar v. State of Madras* established that freedom of the press is an integral part of this article. 3. This right is not absolute and is subject to "reasonable restrictions" under Article 19(2), such as national security or public order. 4. Articles 14 (Equality) and 21 (Life and Liberty) are fundamental but do not specifically cover the functional liberty of the media. 5. Therefore, the freedom of the press is legally anchored in Article 19(1)(a).

Final Answer: Freedom of the press is implied under Article 19(1)(a).

Answer: (B)

Q7.

Solution**Concept:**

Defamation is the communication of a false statement that harms the reputation of an individual or entity. In legal terms, defamation is divided into two types based on the medium of communication: Libel and Slander.

Solution:

1. Libel refers to defamatory statements made in a permanent form, such as written text, printed photos, or published news articles. 2. Slander refers to defamatory statements made in a transient or temporary form, such as spoken words or gestures. 3. Since the question specifies that the journalist "publishes" the statement (implying a printed or permanent medium), it falls under libel. 4. Contempt of Court refers to defying the authority of the judiciary, while Breach of Privilege involves violating the special rights of Parliament members. 5. Thus, publishing a false, harmful statement is Libel.

Final Answer: This is a case of Libel.

Answer: (B)



Q8.

Solution**Concept:**

Journalistic ethics are the principles of conduct and good practice for news organizations. A 'Conflict of Interest' occurs when a journalist's personal interests or gains interfere with their professional duty to report truthfully and objectively.

Solution:

1. Assertion (A) states that media ethics require avoiding conflict of interest. This is true because the primary duty of a journalist is to the public, not to private benefactors. 2. Reason (R) explains that receiving favors compromises objectivity. This is also true because "freebies" or "junkets" create a sense of obligation toward the source, leading to biased reporting. 3. Since the potential for bias (R) is exactly why ethics codes demand the avoidance of such conflicts (A), the Reason correctly explains the Assertion. 4. Both statements are accurate and logically linked in the context of professional media standards.

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

Answer: (A)

Q9.

Solution**Concept:**

Crisis Management is a specialized function of Public Relations (PR). It involves the strategies used by an organization to deal with a sudden and significant negative event that threatens to harm the organization's reputation or stakeholders.

Solution:

1. The Public Relations Officer (PRO) acts as the bridge between the organization and the public (including media, customers, and investors). 2. During a crisis, the PRO's goal is not immediate sales, but damage control. 3. This is achieved through transparent communication, issuing press releases, and addressing rumors to maintain the "brand image." 4. While marketing handles sales and HR handles hiring, the PRO focuses specifically on the narrative and perception of the brand. 5. Therefore, managing communication to protect reputation is the core duty.

Final Answer: The role is managing communication to protect brand reputation.

Answer: (C)



Q10.

Solution**Concept:**

Non-traditional advertising methods are often used to reach audiences who are "ad-fatigued." Covert advertising, also known as product placement or "stealth advertising," integrates a brand into the content of entertainment media.

Solution:

1. In Covert Advertising, the product is used by characters or seen in the background (e.g., a specific brand of soda on a table) without a commercial break. 2. Surrogate Advertising is used for banned products (like alcohol) by promoting a different product under the same brand name (like soda or music CDs). 3. Social Advertising promotes social causes, and Advocacy Advertising takes a stand on public issues. 4. Since the brand is hidden or embedded within the movie scene, it is classified as 'Covert'.

Final Answer: This is known as Covert Advertising.

Answer: (B)

Q11.

Solution**Concept:**

Television production is generally divided into three distinct phases: Pre-production (planning), Production (filming/recording), and Post-production (refining the raw footage). Post-production is where the final story is shaped.

Solution:

1. Pre-production involves conceptualizing, scriptwriting, and logistical planning. 2. Production is the "on-floor" phase where the director captures the video and audio. 3. Post-production occurs after the shoot is completed. This includes non-linear editing (NLE), adding visual effects (VFX), and color correction. 4. It also involves sound mixing, where background scores and voiceovers are layered onto the visual track. 5. Therefore, editing and sound mixing are the hallmark activities of the post-production stage.

Final Answer: The stage primarily involves editing and sound mixing.

Answer: (C)



Q12.

Solution**Concept:**

TV program formats are categorized based on their structure and content delivery. Reality television is a genre that documents purportedly unscripted real-life situations, often featuring an unknown cast or celebrities in a specific environment.

Solution:

1. Soap Operas are fictional, scripted serial dramas characterized by emotional storylines. 2. Documentaries are non-fictional but usually follow a structured, educational, or investigative narrative. 3. News Bulletins are factual presentations of daily events. 4. Reality Shows (e.g., *Bigg Boss* or *Survivor*) focus on interpersonal conflicts and competition among participants in a controlled but unscripted setting. 5. This matches the description of unscripted real-life situations with competitive elements.

Final Answer: The format is Reality Show.

Answer: (C)

Q13.

Solution**Concept:**

Microphones are classified by their "polar patterns," which describe their sensitivity to sound from different directions. Choosing the right microphone is crucial for the clarity of a radio broadcast depending on the studio setup.

Solution:

1. Unidirectional (or Cardioid) microphones pick up sound mostly from the front and are ideal for a single radio jockey. 2. Bidirectional (Figure-of-eight) microphones pick up sound from the front and back, used for one-on-one interviews. 3. Omnidirectional microphones are designed to pick up sound with equal gain from all sides (360 degrees). 4. In a group discussion where people are seated around a table, an omnidirectional microphone ensures every participant's voice is captured regardless of their position. 5. Therefore, the omnidirectional type is best suited for this scenario.

Final Answer: The omnidirectional microphone is best for group discussions.

Answer: (C)



Q14.

Solution**Concept:**

The Audio Mixer (or Mixing Console) is the heart of a radio studio. It serves as the central hub where all audio inputs—such as microphones, music players, and phone lines—converge before being sent for transmission or recording.

Solution:

1. The transmitter's job is to amplify the signal for broadcast, not the mixer's. 2. The mixer allows the sound engineer to adjust volume levels (faders) and balance (EQ) for various inputs simultaneously. 3. It "mixes" multiple audio signals into a single composite output (Master Out). 4. While digital mixers do convert signals, their primary "function" remains the control and combination of sources. 5. Thus, the mixer's role is to combine and control audio sources.

Final Answer: The function is to combine and control different audio sources.

Answer: (B)

Q15.

Solution**Concept:**

The history of Indian cinema began with the pioneering work of Dhundiraj Govind Phalke, popularly known as Dadasaheb Phalke. He transitioned from a photographer to a filmmaker, laying the foundation for the world's largest film industry.

Solution:

1. Dadasaheb Phalke released India's first full-length silent feature film in 1913. 2. That film was *Raja Harishchandra*, based on the legend of a righteous king. 3. *Alam Ara* (1931) was India's first "talkie" (sound film), directed by Ardeshir Irani. 4. *Kisan Kanya* (1937) was India's first indigenous color film. 5. *Pather Panchali* (1955) is a landmark film by Satyajit Ray but belongs to the much later Parallel Cinema movement. 6. Therefore, the first indigenous silent feature film is *Raja Harishchandra*.

Final Answer: The film is Raja Harishchandra.

Answer: (B)



Q16.

Solution**Concept:**

The film *Manthan* (1976), directed by Shyam Benegal, is a landmark in Indian 'Parallel Cinema' (New Wave). It dramatizes the white revolution in India (the dairy cooperative movement). Beyond its artistic merit, its production model was revolutionary in the history of cinema financing.

Solution:

1. Parallel Cinema in the 70s focused on realism and socio-political issues, departing from commercial Bollywood tropes. 2. *Manthan* was inspired by the work of Verghese Kurien and the Gujarat Co-operative Milk Marketing Federation (Amul). 3. To fund the film, 500,000 farmers in Gujarat contributed ₹ 2 each. 4. This made them the collective "producers" of the film, establishing the first major instance of crowdfunding in world cinema. 5. Therefore, its uniqueness lies in being entirely crowdfunded by farmers.

Final Answer: It was crowdfunded by 500,000 farmers.

Answer: (B)

Q17.

Solution**Concept:**

Genre theory classifies films based on recurring narrative patterns, visual styles, and themes. 'Film Noir' (literally "Black Film") is a term coined by French critics to describe a specific style of Hollywood crime dramas that emerged during and after World War II.

Solution:

1. Film Noir is visually characterized by 'Chiaroscuro' lighting (high contrast between light and dark). 2. The protagonists are often anti-heroes, private detectives, or individuals caught in a web of crime and betrayal. 3. Common tropes include the *femme fatale*, rainy city streets, and voice-over narrations. 4. Moral ambiguity is a central theme, where the line between good and evil is blurred. 5. This description fits Film Noir perfectly.

Final Answer: The genre is Film Noir.

Answer: (B)



Q18.

Solution**Concept:**

The transition from Traditional Media (Web 1.0) to New Media (Web 2.0) has fundamentally altered the power dynamics between media organizations and their audiences. This shift is defined by the breakdown of the sender-receiver hierarchy.

Solution:

1. In traditional media, audiences were largely "passive," meaning they consumed content with limited immediate feedback. 2. The Internet allowed users to create, upload, and share content (blogs, videos, social posts). 3. The term 'Prosumer'—a portmanteau of Producer and Consumer—was popularized by futurist Alvin Toffler. 4. It describes individuals who consume content while simultaneously producing it for others. 5. Thus, the role has shifted to being Prosumers.

Final Answer: The audience role has transitioned to Prosumers.

Answer: (B)

Q19.

Solution**Concept:**

'Media Convergence' refers to the process where different types of media (print, audio, video) and technologies (telecommunications, computing) merge into unified digital ecosystems. It is driven by the transition from analog to digital data.

Solution:

1. Previously, if you wanted to read news, watch a movie, and call a friend, you needed three separate devices: a newspaper, a television, and a telephone. 2. Today, a smartphone "converges" all these functions into one handheld digital device. 3. Fragmentation is the breaking up of audiences into smaller niches; Conglomeration is the ownership of many companies by one giant corporation. 4. The merging of the technologies themselves is strictly defined as Convergence.

Final Answer: This phenomenon is known as Media Convergence.

Answer: (B)



Q20.

Solution**Concept:**

Activists have increasingly turned to digital platforms to bypass traditional gatekeepers. 'Cyber Activism' (or Digital Activism) leverages the speed, reach, and interactivity of the internet to further a cause.

Solution:

1. Cyber activism involves using emails, social media (like X/Twitter or Instagram), and websites to raise awareness. 2. It is used for "mobilization"—getting people to participate in protests or sign petitions. 3. Unlike hacking (which can be 'Hacktivism' but is often illegal), cyber activism focuses on advocacy and communication. 4. It allows for "bottom-up" social change where citizens can challenge powerful institutions. 5. Therefore, it is the use of digital tools for social or political change.

Final Answer: It is the use of digital tools to advocate for social change.

Answer: (C)

Q21.

Solution**Concept:**

The digital environment requires a specific set of social conventions to ensure smooth and respectful communication. These are known as 'Netiquettes' (a portmanteau of 'Network' and 'Etiquette').

Solution:

1. Netiquettes include rules like avoiding "SHOUTING" (typing in all caps), respecting others' privacy, and avoiding the spread of misinformation. 2. It is different from cyber laws, which are legally binding; netiquettes are socially and ethically driven. 3. It helps in maintaining a constructive and safe digital space for all users. 4. It covers behavior across emails, social media, forums, and chat rooms. 5. Thus, it is the code of polite and appropriate behavior on the internet.

Final Answer: Netiquettes are the code of polite behavior on the internet.

Answer: (C)



Q22.

Solution**Concept:**

One of the defining traits of New Media is 'Rapidity' or 'Immediacy'. Unlike traditional print or broadcast media, which follow a fixed publication or airtime schedule, New Media operates in real-time.

Solution:

1. In the traditional era, an opinion on a news event would take hours or days to reach the public via "Letters to the Editor." 2. In the digital era, platforms like X (formerly Twitter) allow users to post reactions the moment an event occurs. 3. This "Rapidity of Opinion" bypasses traditional gatekeepers like editors and censors. 4. It creates a global conversation where viewpoints are disseminated instantly. 5. Therefore, it refers to the instant dissemination of viewpoints.

Final Answer: It refers to disseminating viewpoints instantly to a global audience.

Answer: (B)

Q23.

Solution**Concept:**

The anonymity and distance provided by social media have given rise to various negative behaviors, one of the most prominent being 'Trolling'. It is a form of cyber-harassment that aims to disrupt normal discussion.

Solution:

1. A 'Troll' is someone who starts quarrels or upsets people on the internet to distract and sow discord. 2. The primary motive is usually to get an emotional reaction from other users. 3. It is characterized by inflammatory, insincere, or digressive messages. 4. It is distinct from constructive criticism, which seeks to improve or debate a topic fairly. 5. Thus, posting inflammatory messages to provoke users is the defining trait.

Final Answer: Trolling is characterized by posting inflammatory messages to provoke users.

Answer: (B)



Q24.

Solution**Concept:**

Media theorist Marshall McLuhan classified media as either 'Hot' or 'Cool' based on the amount of data they provide and the level of audience participation required to "fill in the gaps."

Solution:

1. A 'Hot' medium (like Radio or Print) is high-definition—it provides a lot of data and requires low participation. 2. A 'Cool' medium (like Television or Telephone) is low-definition—it provides less data and requires high sensory participation from the audience to complete the experience. 3. Assertion (A) is true: McLuhan famously categorized TV as a cool medium. 4. Reason (R) is true: The justification is that the audience must be deeply involved to process the low-density information provided by the TV screen (in the context of 1960s technology). 5. Since (R) provides the theoretical basis for (A), it is the correct explanation.

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

Answer: (A)

Q25.

Solution**Concept:**

Radio is a purely auditory medium. Unlike TV or Print, the listener cannot see the subject or go back to re-read a sentence. Therefore, radio scripts must be written specifically for the "ear" rather than the "eye."

Solution:

1. 'Scripting for the ear' involves using short, simple sentences that are easy to follow. 2. It relies on vivid, descriptive words to compensate for the lack of visuals. 3. This technique is often called "Theater of the Mind," where the sound helps the listener visualize the scene. 4. Complex vocabulary is avoided because it can confuse the listener during a live broadcast. 5. Thus, using language that creates mental pictures is the core of this concept.

Final Answer: It means using descriptive language to create 'mental pictures'.

Answer: (B)



Q26.

Solution**Concept:**

The Lumiere Brothers (Auguste and Louis) were pioneers of the film industry. In 1895, they staged the first commercial public screening of cinematographic films. Their invention was a revolutionary leap over previous devices.

Solution:

1. Thomas Edison had earlier invented the 'Kinetoscope', which was a "peep-show" device for a single viewer. 2. The Lumiere Brothers invented the 'Cinematograph', which combined a camera, a printer, and a projector into one portable unit. 3. The Cinematograph allowed for mass viewing, which birthed the concept of the cinema theater. 4. The Phonograph was for sound recording (Edison), and the Zoetrope was a pre-cinema animation device. 5. Therefore, the Cinematograph is the device credited to the Lumiere Brothers.

Final Answer: They invented the Cinematograph.

Answer: (B)

Q27.

Solution**Concept:**

Communication for Social Change (CFSC) is a process of public and private dialogue through which people determine who they are, what they want, and how they can improve their lives. It often uses media for development purposes.

Solution:

1. A luxury car billboard is commercial advertising aimed at individual consumption. 2. A corporate PR campaign focuses on company image. 3. An "entertainment-education" (edutainment) soap opera uses storytelling to promote healthy behaviors like hygiene or family planning. 4. This approach targets behavioral and social shifts at a community level. 5. Thus, the radio soap opera is the correct example of social change strategy.

Final Answer: An entertainment-education radio soap opera is the strategy.

Answer: (B)



Q28.

Solution**Concept:**

The 'Gatekeeping' theory, first introduced by Kurt Lewin and later applied to journalism by David Manning White, describes the process by which information is filtered for dissemination.

Solution:

1. Media outlets receive thousands of pieces of information daily (news wires, press releases, etc.).
2. The 'Gatekeeper' (editor or producer) decides which stories are "newsworthy" and which are not.
3. This process shapes the public's perception of reality by controlling the flow of information.
4. It is not about increasing ads or protecting advertisers, but about editorial selection.
5. Therefore, the function is to filter and decide which information is disseminated.

Final Answer: The function is to filter and decide which info is disseminated.

Answer: (B)

Q29.

Solution**Concept:**

TV production follows a logical, sequential workflow to ensure that time and resources are managed efficiently. These stages are standard across the global broadcasting industry.

Solution:

1. Pre-production: Planning, research, scriptwriting, and scheduling.
2. Production: The actual shooting or recording of the program (the "on-camera" phase).
3. Post-production: Editing, adding graphics, music, and final assembly.
4. Any other sequence would be logistically impossible (e.g., you cannot edit what you haven't shot yet).
5. Thus, the correct sequence is Pre-production → Production → Post-production.

Final Answer: The sequence is Pre-production → Production → Post-production.

Answer: (B)



Q30.

Solution**Concept:**

The 'Democratic Role' of media refers to its function as the "Fourth Estate." Social media has expanded this by decentralizing the power of traditional media houses and giving power to the individual.

Solution:

1. Democracy thrives on plurality (many voices) and transparency. 2. Social media allows marginalized groups (who might be ignored by mainstream media) to share their stories. 3. It facilitates public discourse and helps in holding those in power accountable. 4. While it has issues like "tech giant" control, its *democratic role* specifically refers to its potential for participation. 5. Thus, providing a platform for marginalized voices and discourse is the correct interpretation.

Final Answer: Its role is to provide a platform for marginalized voices and public discourse.

Answer: (B)

Q31.

Solution**Concept:**

An amplifier is a fundamental electronic component in radio broadcasting. Its primary purpose is to take a weak electrical signal and increase its power, current, or voltage while maintaining the original signal's characteristics (like frequency and waveform).

Solution:

1. In a radio studio, the audio signal generated by a microphone is very weak (millivolts). 2. For this signal to be processed, recorded, or sent to a transmitter, it needs to be made stronger. 3. The amplifier uses an external power source to boost the amplitude of the input signal. 4. Mixing is the job of the mixer, and recording is done by storage devices; the amplifier specifically focuses on signal strength. 5. Therefore, the amplifier is used to increase the strength of the electronic signal.

Final Answer: It is used to increase the strength of an electronic signal.

Answer: (B)



Q32.

Solution**Concept:**

Brand building is a long-term marketing strategy aimed at establishing a product's presence in the market. It goes beyond simple selling; it is about creating an emotional and psychological connection with the consumer.

Solution:

1. A brand is not just a logo; it is the sum of all perceptions a customer has about a product or company. 2. Brand building involves defining a "brand identity" (what the brand stands for) and "brand image" (how the public sees it). 3. Through consistent advertising, quality control, and PR, companies build trust and recognition. 4. This process helps differentiate a product from its competitors in a crowded marketplace. 5. Thus, it is the process of creating a unique identity and positive perception.

Final Answer: It is the process of creating a unique identity and positive perception.

Answer: (B)

Q33.

Solution**Concept:**

Media professionals must operate within a legal framework. In India, protecting an individual's reputation is governed by specific laws that allow a person to seek legal recourse if they are falsely accused or maligned.

Solution:

1. The Law of Defamation (under Civil Law and Sections 499-500 of the IPC) deals with injury to the reputation of a person. 2. The Official Secrets Act deals with government secrecy and espionage. 3. The Copyright Act protects intellectual property and creative works. 4. The Right to Information (RTI) Act is used to access information from public authorities. 5. Therefore, the law that specifically addresses the legal consequences of damaging reputation is the Law of Defamation.

Final Answer: The law is the Law of Defamation.

Answer: (B)



Q34.

Solution**Concept:**

The 'Inverted Pyramid' is a structural format designed for efficiency. It is the most common way to write "Hard News"—news that is time-sensitive and factual (like accidents, political announcements, or crime reports).

Solution:

1. Hard news reports need to give the reader the "meat" of the story immediately in case they don't finish the article. 2. Investigative features and personal columns usually follow a narrative or chronological style to build suspense or provide depth. 3. Editorials are opinion-heavy and often use an argumentative structure. 4. Because the Inverted Pyramid starts with the most important facts (Lead) and tapers down to the least important, it is the signature format for Hard News.

Final Answer: It is most commonly used in a Hard News Report.

Answer: (B)

Q35.

Solution**Concept:**

A Press Release is one of the most important tools in Public Relations. It is a formal, written communication directed at members of the news media for the purpose of announcing something claimed as having news value.

Solution:

1. Organizations (corporates, NGOs, or government bodies) use Press Releases to share their side of a story or announce an event. 2. PR professionals send these to journalists in the hope that the information will be published as a news story. 3. It usually follows a news-style format (like the Inverted Pyramid) to make it easier for journalists to use. 4. It is an "earned media" tool rather than a "paid" advertisement. 5. Thus, it is primarily used by PR professionals to provide information to the media.

Final Answer: It is used by PR professionals to provide info to the media.

Answer: (B)



Q36.

Solution**Concept:**

'New Media' refers to content available on-demand through the Internet and accessible on any digital device. It is defined by its shift away from the traditional, linear, one-to-many model of broadcasting toward a more networked and participatory model.

Solution:

1. Traditional media (like print or TV) is mostly "one-way"—the audience consumes what is presented without the ability to change it. 2. New Media is fundamentally 'Interactive', meaning the user can engage with the content, leave comments, and share it. 3. It is based on 'Digitality', where information is stored as bits rather than analog signals, allowing for rapid manipulation and storage. 4. It features a decentralized feedback loop where the audience can respond to the source immediately. 5. Therefore, interactivity and digitality are its core characteristics.

Final Answer: The characteristic is Interactivity and Digitality.

Answer: (B)

Q37.

Solution**Concept:**

The history of radio in India is a journey from private initiatives to state control and later to privatization. After independence, the various regional radio stations and the existing services were consolidated into a single national entity.

Solution:

1. In the 1950s, Radio Ceylon was the most popular station for film music because All India Radio had restricted film songs under B.V. Keskar. 2. All India Radio (AIR) eventually introduced 'Vividh Bharati' in 1957 to compete with the popularity of Radio Ceylon. 3. 'Akashvani' became the official name for All India Radio in 1956 (though the name was used earlier in Mysore). 4. Doordarshan is for Television, and PTI is a news agency. 5. Thus, the transition is marked by the establishment and expansion of Akashvani.

Final Answer: The transition is to the establishment of Akashvani (All India Radio).

Answer: (B)



Q38.

Solution**Concept:**

The 'Teleprompter' is a vital piece of hardware in modern television news production. It allows for a more personal and professional connection between the news anchor and the audience.

Solution:

1. A teleprompter reflects the script onto a glass pane placed directly in front of the camera lens. 2. Because the text is in front of the lens, the anchor can read the script while appearing to look directly into the eyes of the viewers. 3. This maintains "eye contact," which is essential for building trust and authority in news broadcasting. 4. It does not record video or switch camera angles; those are the jobs of the camera and the video switcher, respectively. 5. Therefore, it displays the script for the anchor to read.

Final Answer: It is used to display the script for the news anchor.

Answer: (B)

Q39.

Solution**Concept:**

'Digitization' is the technical foundation of the modern media landscape. It involves converting information (sound, images, text) into a series of binary digits (0s and 1s).

Solution:

1. Media Convergence—the merging of different media platforms—requires a common language. 2. Digitization provides this common language, allowing a video to be played on a computer, a phone, or a smart fridge. 3. Analog signals are platform-specific (e.g., a vinyl record only works on a turntable). 4. Print mechanical presses and magnetic tapes are older, specialized technologies that do not facilitate convergence. 5. Thus, Media Convergence is heavily reliant on Digitization.

Final Answer: It is heavily reliant on Digitization.

Answer: (B)



Q40.

Solution**Concept:**

In Public Relations, a crisis is any event that could lead to an unstable and dangerous situation affecting an individual, group, community, or whole society. Crisis communication is the sub-specialty designed to protect the entity.

Solution:

1. The primary goal of crisis management is not to generate profit, but to protect the "reputational capital" of the organization. 2. It involves being quick, accurate, and consistent with information to prevent rumors from filling the void. 3. Maintaining stakeholder trust (customers, employees, shareholders) is the highest priority. 4. Hiding a crisis often backfires (the "Streisand Effect"), leading to even greater reputational damage. 5. Therefore, the goal is to minimize damage and maintain trust.

Final Answer: The goal is to minimize damage to reputation and maintain trust.

Answer: (B)

Q41.

Solution**Concept:**

The transition from Web 1.0 (read-only) to Web 2.0 (read-write) is the fundamental shift that allowed users to become content creators. This democratization means that the power to publish is no longer restricted to large media houses.

Solution:

1. The passage explicitly states: "The evolution of the Internet from Web 1.0 to Web 2.0 has democratized content creation." 2. Web 1.0 was characterized by static websites. 3. Web 2.0 introduced social media and user-generated content. 4. While speed and devices are factors, the "evolution" of the web's architecture is the primary driver mentioned. 5. Therefore, the shift from Web 1.0 to Web 2.0 is the correct answer.

Final Answer: The shift from Web 1.0 to Web 2.0.

Answer: (A)



Q42.

Solution**Concept:**

Cyber activism uses the reach of digital networks to organize movements. It relies on the interconnectedness of users to spread a message rapidly without traditional geographic barriers.

Solution:

1. The passage defines Cyber Activism as: "...social media is used as a tool for political and social mobilization." 2. Mobilization refers to the process of organizing people for a specific purpose. 3. Commercial or entertainment uses are not part of the definition of activism. 4. Hacking is a separate technical (and often illegal) activity. 5. Thus, the passage-specific definition is social and political mobilization.

Final Answer: Using social media for political and social mobilization.

Answer: (B)

Q43.

Solution**Concept:**

Interactivity is the degree to which users can influence the message or the medium they are using. It breaks the "one-way" flow of information found in traditional newspapers or television.

Solution:

1. The passage contrasts the "static receiver" role of the past with the current "interactivity." 2. Interactivity allows for feedback, comments, sharing, and real-time dialogue. 3. It implies a two-way flow between the user and the platform/content. 4. It is a qualitative characteristic of the communication process, not just a technical hardware connection. 5. Therefore, two-way communication is the correct implication.

Final Answer: Two-way communication between users and content.

Answer: (B)



Q44.

Solution**Concept:**

While the speed of digital communication is an advantage, it also has a "dark side." Information spreads faster than it can be verified, leading to negative social phenomena.

Solution:

1. The passage states: "...this rapidity of opinion also brings challenges like 'Trolling' and the spread of misinformation." 2. Trolling refers to provocative and inflammatory behavior online. 3. Convergence and Democracy are listed as positive or neutral characteristics, not "challenges." 4. Netiquettes are the solution to the challenge, not the challenge itself. 5. Thus, Trolling is the identified challenge.

Final Answer: Trolling is the mentioned challenge.

Answer: (B)

Q45.

Solution**Concept:**

To prevent the digital space from becoming chaotic or toxic, a code of conduct is required. Netiquettes serve as the self-regulatory framework for the digital community.

Solution:

1. The passage concludes by saying: "Netiquettes have become essential for maintaining order in this digital paradigm shift." 2. Order refers to respectful and structured interaction. 3. Bandwidth is a technical requirement, not a social/order-related one. 4. Traditional journalism is a different field altogether. 5. Therefore, Netiquettes are identified as the essential element for order.

Final Answer: Netiquettes are essential for maintaining order.

Answer: (B)



Q46.

Solution**Concept:**

The "Inverted Pyramid" is the most widely recognized structural framework in journalism, particularly for "Hard News." Its name is derived from the visual representation of its data distribution: the "base" of the pyramid (the most important information) is at the top, and the "point" (the least important information) is at the bottom. This structure emerged during the American Civil War when telegraph lines were unreliable; journalists had to transmit the most critical facts first in case the connection was cut. In the context of the CUET-UG syllabus, this concept is essential for understanding how media organizations prioritize information to cater to the short attention spans of audiences and the fast-paced nature of digital news consumption.

Solution:

1. According to the passage, the Inverted Pyramid is the "gold standard" because it prioritizes the "Lead." The Lead is the opening paragraph of a news story that summarizes the entire event. 2. The passage explicitly mentions that the Lead delivers the "5Ws and 1H." By doing so, it provides the reader with the "who, what, where, when, why, and how" immediately, without requiring them to read the entire article. 3. This is a functional advantage over "flowery" or narrative styles, as it serves the reader's need for immediate information. 4. While the Law of Defamation and the role of the PRO are mentioned in the passage, they are not the reasons why the pyramid structure is valued; its value is purely based on how it handles information weightage. 5. Therefore, the structure is valued because it ensures that the most essential facts are presented first, which aligns perfectly with the passage's description.

Final Answer: The Inverted Pyramid is the gold standard because it ensures the most essential facts (5Ws and 1H) are delivered in the Lead for maximum efficiency.

Answer: (B)



Q47.

Solution**Concept:**

The Law of Defamation is a critical legal boundary within which all journalists must operate. Defamation occurs when a false statement is communicated to a third party that causes injury to the reputation of the subject. In India, this is governed by both civil and criminal law (Sections 499 and 500 of the Indian Penal Code). For media professionals, the published form of defamation—"Libel"—is particularly dangerous. Reporting on public figures requires a high degree of factual verification because, although public figures are subject to scrutiny, malicious or negligent falsehoods can lead to massive lawsuits and the loss of a journalist's credibility.

Solution:

1. The passage identifies a specific tightrope that journalists walk: the need to report on public figures while navigating the "Law of Defamation." 2. It explicitly states that the primary goal of this navigation is to "avoid Libel." Libel is the specific legal term for written or printed defamation, which is the most common legal threat in print and digital journalism. 3. If a journalist fails to verify facts, they lose the legal defense of "truth" or "good faith," making them liable for damages in a court of law. 4. The other options, such as being forced into advertising or changing writing styles, are professional or commercial consequences, but they do not carry the legal weight and severity described in the passage. 5. Thus, the passage identifies the risk of legal action under Libel as the primary consequence of failing to verify facts about public figures.

Final Answer: The primary risk identified in the passage is legal action under the Law of Defamation, specifically in the form of Libel.

Answer: (B)



Q48.

Solution**Concept:**

"Covert Advertising," also known as product placement or "stealth marketing," is a technique where brands are integrated into non-advertising content, such as films, TV shows, or social media posts. Unlike a traditional commercial break, which is clearly marked and "separated" from the content, covert advertising is "embedded." From an ethical and regulatory standpoint in mass communication, this is a controversial practice. The CUET-UG syllabus explores this within the "Ad PR" unit, highlighting how modern media has moved away from clear boundaries to more integrated, and sometimes deceptive, forms of promotion.

Solution:

1. The passage points to a specific ethical concern regarding the rise of covert advertising in entertainment media. 2. It states that this practice has "blurred the lines between content and commerce." This is a significant issue because audiences traditionally expect "content" to be editorial or artistic and "commerce" to be clearly labeled as advertisements. 3. When these lines are blurred, the audience's ability to critically evaluate information is compromised, as they may not realize they are being influenced by a paid brand message. 4. The passage does not suggest that the problem is the cost or the structure (like the 5Ws); the problem is the lack of transparency in the "content vs. commerce" distinction. 5. Therefore, the blurred distinction is the specific problematic characteristic highlighted in the text.

Final Answer: Covert advertising is considered problematic because it blurs the distinction between editorial content and commercial promotion, potentially misleading the audience.

Answer: (B)



Q49.

Solution**Concept:**

Public Relations (PR) is not just about positive publicity; it is also about "Crisis Management." A crisis in the media world is any event that threatens the reputation and viability of an organization. When a brand is caught in an "ethical controversy"—such as a deceptive advertisement or a leaked scandal—the Public Relations Officer (PRO) must shift from proactive brand building to reactive damage control. This involves transparent communication, media monitoring, and strategic messaging to regain stakeholder trust. Understanding the role of the PRO during crises is a high-yield topic in the CUET-UG Mass Communication syllabus.

Solution:

1. The passage describes the PRO as having a "dual role." One of these roles is managing the daily brand reputation, but the other is specific to "ethical controversies." 2. It explicitly states that during these controversies, the PRO's responsibility is to ensure that "Crisis Management protocols are triggered." 3. These protocols are structured plans designed to address negative publicity and provide a controlled, unified response to the media. 4. The passage does not suggest that the PRO should avoid social media or write the "Lead" for journalists; in fact, the PRO's job is to influence the narrative that journalists write by providing the organization's official stance. 5. Therefore, triggering and managing crisis protocols is the core responsibility of the PRO mentioned in the context of controversy.

Final Answer: The specific responsibility of a PRO during ethical controversies is to trigger and manage 'Crisis Management' protocols to protect the brand's reputation.

Answer: (C)



Q50.

Solution**Concept:**

While Journalism and Public Relations (PR) both operate within the "Mass Communication" ecosystem, they have fundamentally different objectives, ethics, and audiences. Journalism serves the "Public Interest" by providing factual, objective information so that citizens can make informed decisions. PR serves a "Private Interest" (a brand, celebrity, or organization) by managing perceptions and maintaining a positive image. This "symbiotic yet distinct" relationship is a cornerstone of the CUET syllabus. Journalists rely on PR professionals for information and access, while PR professionals rely on journalists for the "earned media" coverage that carries more credibility than a paid ad.

Solution:

1. The passage presents these two fields as distinct entities with specific tools. Journalism uses the "Inverted Pyramid" and the "5Ws" to report hard news and hold figures accountable. 2. In contrast, PR (represented by the PRO) uses "Crisis Management" and "Brand Reputation" management to protect organizations, especially during controversies. 3. The passage illustrates that while they may deal with the same event (a controversy), their approach is different: the journalist reports the facts, and the PRO manages the brand's fallout. 4. Option B correctly identifies this functional divide: Journalism focuses on factual reporting, while PR focuses on reputation and crisis handling. 5. The other options incorrectly suggest they are identical or that one is a sub-set of the other, which contradicts the professional distinction made in the text.

Final Answer: The relationship is defined by their distinct goals: Journalism focuses on objective factual reporting, while PR focuses on managing brand reputation and crises.

Answer: (B)

Answer Key

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

