

CUET-UG Mass Media & Communication Sample Paper-4

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 elements is considered the "noise" in the Shannon-Weaver Model of Communication?

- (A) The Transmitter
- (B) Physical or Semantic interference
- (C) The Channel capacity
- (D) The Feedback loop

Q2. In Journalism, the 'Inverted Pyramid' style of news writing prioritizes information in which order?

- (A) Chronological order of events
- (B) Most important facts to least important facts
- (C) Least important facts to a climatic conclusion
- (D) Theoretical background followed by current data

Q3. Arrange the following stages of Television Production in the correct chronological order: I. Post-production (Editing and Sound mixing) II. Pre-production (Scripting and Planning) III. Production (Actual Filming/Shooting) IV. Distribution (Broadcasting)

- (A) II, III, I, IV
- (B) II, I, III, IV



(C) III, II, I, IV

(D) I, II, III, IV

Q4. Identify the correct sequence of the evolution of Radio in India:

(A) Radio Club of Bombay → ISBS → All India Radio → Akashvani

(B) All India Radio → Radio Club of Bombay → ISBS → Akashvani

(C) ISBS → All India Radio → Akashvani → Radio Club of Bombay

(D) Akashvani → All India Radio → ISBS → Radio Club of Bombay

Q5. Match List-I (Key Concept) with List-II (Associated Field/Term):

List-I	List-II
(A) 5Ws and 1H	(I) Social Media
(B) Covert Advertising	(II) Manthan
(C) Netiquettes	(III) Journalism
(D) Parallel Cinema	(IV) Surrogate Marketing

(A) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

(B) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)

(C) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)

(D) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)

Q6. Who among the following is known as the "Father of Indian Cinema"?

(A) Satyajit Ray

(B) Dadasaheb Phalke

(C) Ardeshir Irani

(D) V. Shantaram

Q7. The term "Media Convergence" in New Media refers to:

(A) The separation of different media platforms

(B) The merging of mass communication with interpersonal communication

(C) The integration of multiple media technologies into a single platform



(D) The decline of traditional newspapers

Q8. Which ethical principle in Journalism refers to the act of damaging a person's reputation through false statements?

(A) Copyright Infringement

(B) Defamation

(C) Plagiarism

(D) Censorship

(E)

Q9. What is the primary role of a Public Relations Officer (PRO) during a "Crisis Management" situation?

(A) To increase sales of the product

(B) To maintain and restore the organization's reputation

(C) To design the visual logo of the company

(D) To hire new employees for the production line

Q10. In Radio production, which type of microphone is best suited for a round-table discussion where guests are seated around the mic?

(A) Unidirectional

(B) Bi-directional

(C) Omni-directional

(D) Shotgun Mic

Q11. The concept of "Cyber Activism" is most closely associated with which platform?

(A) Terrestrial Television

(B) Print Newspapers

(C) Social Media

(D) Community Radio



- Q12.** Which movie is famously known as the first "crowdfunded" film in India, associated with the Parallel Cinema movement?
- (A) Pather Panchali
 - (B) Manthan
 - (C) Do Bigha Zamin
 - (D) Neecha Nagar
- Q13.** A "Mixer" in a radio studio is used for which primary purpose?
- (A) To record the voice on a magnetic tape
 - (B) To combine multiple audio signals into one output
 - (C) To amplify the sound for the listener's speakers only
 - (D) To edit the visual frames of a broadcast
- Q14.** In the context of New Media, the "Internet Paradigm Shift" has changed the audience from:
- (A) Active participants to passive receivers
 - (B) Passive receivers to active content creators/prosumers
 - (C) High-income groups to low-income groups only
 - (D) National viewers to local viewers only
- Q15.** Which of the following is an example of "Brand Building" in Advertising?
- (A) Giving a one-time discount to clear old stock
 - (B) Creating a long-term emotional connection and identity for a product
 - (C) Reporting a daily news event
 - (D) Printing a legal notice in a newspaper
- Q16.** The Shannon-Weaver model is often described as a _____ model of communication.
- (A) Circular



- (B) Linear
- (C) Transactional
- (D) Interactive

Q17. Which of the following is NOT one of the 5Ws in journalism?

- (A) Who
- (B) Where
- (C) Wealth
- (D) Why

Q18. A person who deliberately posts inflammatory or off-topic messages in an online community to provoke users is called a:

- (A) Prosumer
- (B) Gatekeeper
- (C) Troll
- (D) Influencer

Q19. The first sound film (talkie) in India was:

- (A) Raja Harishchandra
- (B) Alam Ara
- (C) Kisan Kanya
- (D) Sant Tukaram

Q20. In TV production, "Post-production" primarily involves:

- (A) Casting the actors
- (B) Location scouting
- (C) Nonlinear editing and color correction
- (D) Writing the initial treatment



- Q21.** Radio is considered a medium for the _____ because it relies purely on sound.
- (A) Mind
 - (B) Eye
 - (C) Ear
 - (D) Hand
- Q22.** What does the term "Rapidity of Opinion" refer to in the digital age?
- (A) The slow process of editorial approval
 - (B) The instant nature of feedback and reaction on social media
 - (C) The historical study of public opinion
 - (D) The cost of publishing a blog
- Q23.** Identify a common technique used in "Public Relations" to earn media coverage without paying for ad space:
- (A) Direct Mail
 - (B) Press Release
 - (C) Television Commercial
 - (D) Billboard
- Q24.** The "Lumiere Brothers" are famous for:
- (A) Developing the first radio transmitter
 - (B) Inventing the Cinematographe and the first public film screening
 - (C) Starting the first newspaper in Europe
 - (D) Creating the first social media algorithm
- Q25.** Which of these is a violation of "Netiquettes"?
- (A) Using clear subject lines in emails
 - (B) Respecting others' privacy



- (C) TYPING IN ALL CAPITAL LETTERS (SHOUTING)
- (D) Fact-checking before sharing a post

Q26. In the Shannon-Weaver model, the "Transmitter" converts the message into:

- (A) Feedback
- (B) Signals
- (C) Meaning
- (D) Noise

Q27. The "Lead" or "Lede" in a news story is usually found in:

- (A) The final paragraph
- (B) The first paragraph
- (C) The middle section
- (D) The photo caption

Q28. Which of the following is a characteristic of "New Media"?

- (A) One-way communication
- (B) Interactivity and Hypertextuality
- (C) Slow dissemination
- (D) Geographical limitation

Q29. A script written for radio must be:

- (A) Highly descriptive with complex vocabulary
- (B) Short, conversational, and written for the ear
- (C) Focused on visual cues
- (D) Formal and academic in tone

Q30. What is "Surrogate Advertising"?

- (A) Advertising for children's products



- (B) Advertising a banned product (like alcohol) under the guise of another product (like soda)
- (C) Advertising through government channels
- (D) Advertising that uses celebrity endorsements

Q31. The "Two-Step Flow Theory" of communication, which emphasizes the role of interpersonal influence, suggests that information from media reaches the public through:

- (A) Gatekeepers
- (B) Opinion Leaders
- (C) Noise Filters
- (D) Decoding Channels

Q32. Identify the correct sequence of the 'Four Eras' of Media Theory evolution:

- (A) Mass Society Theory → Limited Effects → Cultural Theory → Meaning-making Theory
- (B) Limited Effects → Mass Society Theory → Meaning-making Theory → Cultural Theory
- (C) Meaning-making Theory → Cultural Theory → Limited Effects → Mass Society Theory
- (D) Mass Society Theory → Meaning-making Theory → Limited Effects → Cultural Theory

Q33. Match List-I (Media Pioneer) with List-II (Contribution/Term):

List-I	List-II
(A) Marshall McLuhan	(I) Indian Press Laws
(B) James Augustus Hicky	(II) Global Village
(C) David Manning White	(III) Bengal Gazette
(D) Raja Ram Mohan Roy	(IV) Gatekeeping Model

- (A) (A)-(II), (B)-(III), (C)-(IV), (D)-(I)
- (B) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)



- (C) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)
(D) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

Q34. Which of the following is an example of 'Earned Media' in a Public Relations campaign?

- (A) A paid 30-second TV slot
(B) A sponsored Instagram post
(C) A featured news story in a national daily
(D) A company-owned YouTube channel

Q35. In Radio production, 'Fading' refers to:

- (A) The distortion of sound due to weather
(B) Gradually increasing or decreasing the volume of an audio signal
(C) The failure of a microphone battery
(D) Deleting a recorded segment by mistake

Q36. The process of 'Syncing' in TV production ensures that:

- (A) The script matches the budget
(B) The lighting matches the outdoor conditions
(C) The audio is perfectly aligned with the video frames
(D) The program is aired at the same time in all time zones

Q37. Which ethical concept prohibits a journalist from using their position for personal financial gain?

- (A) Right to Privacy
(B) Conflict of Interest
(C) Plagiarism
(D) Editorial Independence



- Q38.** In New Media, the term 'User-Generated Content' (UGC) is the backbone of which platform?
- (A) Prasar Bharati
 - (B) Wikipedia
 - (C) Reuters
 - (D) Press Trust of India
- Q39.** The technique of 'Product Placement' within a movie scene where the protagonist drinks a specific brand of cola is a form of:
- (A) Direct Advertising
 - (B) Institutional Advertising
 - (C) Embedded/Covert Advertising
 - (D) Public Service Announcement
- Q40.** Which Indian film director is credited with the 'Apu Trilogy', marking a global milestone for Indian Parallel Cinema?
- (A) Guru Dutt
 - (B) Satyajit Ray
 - (C) Raj Kapoor
 - (D) Mani Ratnam

Passage 1: Read the following and answer questions 41 to 45.

"The emergence of 'Citizen Journalism' has democratized the news landscape. Armed with smartphones, ordinary individuals now document events in real-time, often reaching the public before traditional news crews. This 'Rapidly of Information' ensures transparency but often lacks the rigorous 'Verification' process characteristic of professional newsrooms. While it empowers the common man, it also risks the spread of unverified rumors."

- Q41.** According to the passage, what is the primary advantage of Citizen Journalism?



- (A) Rigorous verification
- (B) Real-time documentation and transparency
- (C) High production value
- (D) Gatekeeping control

Q42. Based on Passage 1, what is the main risk associated with Citizen Journalism?

- (A) High cost of equipment
- (B) Spread of unverified rumors
- (C) Lack of internet access
- (D) Professional bias

Q43. The word 'Democratized' in Passage 1 implies:

- (A) News is only for the government
- (B) News access and creation are now open to all
- (C) News must be voted upon
- (D) News is restricted to traditional journalists

Q44. Passage 1 suggests that traditional newsrooms are different from citizen journalists because they:

- (A) Do not use smartphones
- (B) Have a rigorous verification process
- (C) Work for free
- (D) Are slower than the internet

Q45. What tool has primarily enabled the rise of Citizen Journalism as per the text?

- (A) Printing Press
- (B) Radio transmitters
- (C) Smartphones
- (D) Cinema projectors



Passage 2: Read the following and answer questions 46 to 50.

"Public Relations (PR) is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. Unlike Advertising, which is a paid medium where the sender has total control over the message, PR relies on persuasion and 'Earned Media'. A PR professional must maintain 'Media Relations' to ensure that the organization's perspective is heard during times of crisis. 'Goodwill' is the ultimate asset that PR seeks to protect."

- Q46.** What is the primary focus of PR as mentioned in Passage 2?
- (A) Buying ad space
 - (B) Building mutually beneficial relationships
 - (C) Controlling the audience's mind
 - (D) Selling products directly
- Q47.** In Passage 2, how is Advertising distinguished from PR?
- (A) PR is paid, Advertising is free
 - (B) Advertising is a paid medium with total message control
 - (C) PR has total control over the message
 - (D) Advertising relies on persuasion only
- Q48.** What does the term 'Goodwill' signify in the context of Passage 2?
- (A) Monetary profit
 - (B) A legal contract
 - (C) The positive reputation of an organization
 - (D) The physical assets of a company
- Q49.** According to Passage 2, what is essential for a PR professional during a 'Crisis'?
- (A) Stopping all communication
 - (B) Increasing the advertising budget



- (C) Maintaining Media Relations
- (D) Changing the company logo

Q50. PR relies on which of the following for visibility, as per the text?

- (A) Paid Media
- (B) Earned Media
- (C) Physical posters
- (D) Direct mail



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

In the Shannon-Weaver Model of Communication, often referred to as the mathematical theory of communication, the process is viewed as a linear transmission of information. A critical component of this model is "Noise," which represents any unwanted interference that distorts or interrupts the message being sent from the source to the destination.

Solution:

- (a) The Shannon-Weaver model consists of a source, transmitter, channel, receiver, and destination.
- (b) "Noise" is specifically defined as anything added to the signal that was not intended by the source.
- (c) Physical noise includes static on a radio or loud sounds in a room.
- (d) Semantic noise occurs when the receiver does not understand the symbols or language used by the sender.
- (e) Therefore, physical or semantic interference is the correct definition of noise in this technical context.

Final Answer: The correct option is Physical or Semantic interference.

Answer: (B)



Q2.

Solution**Concept:**

The Inverted Pyramid is the fundamental structure used in hard news journalism. It involves placing the most essential information at the very beginning of the story, followed by supporting details in descending order of importance. This allows readers to grasp the "core" of the story even if they only read the first few sentences.

Solution:

- (a) The widest part of the pyramid (the top) represents the most substantial and important information.
- (b) This top section is called the "Lead," which usually answers the 5Ws (Who, What, Where, When, Why).
- (c) As the story progresses downward, the pyramid narrows, representing "nut graphs" and supporting evidence.
- (d) The final section contains background information or "nice-to-know" details that can be easily trimmed by editors.
- (e) Unlike creative writing, which builds toward a climax, journalism front-loads the conclusion.

Final Answer: The correct option is Most important facts to least important facts.

Answer: (B)



Q3.

Solution**Concept:**

Television and Film production is a systematic process divided into three main functional stages: Pre-production, Production, and Post-production. These stages must follow a logical sequence to ensure efficiency and creative coherence before the final product is distributed to the audience.

Solution:

- (a) Stage II (Pre-production) is the foundational phase. It involves scriptwriting, budgeting, casting, and location scouting. Nothing can be filmed without this planning.
- (b) Stage III (Production) is the execution phase. This is the "Actual Filming" or principal photography where the director captures the scenes on camera.
- (c) Stage I (Post-production) is the assembly phase. This happens after the cameras stop rolling. Editors, sound designers, and VFX artists compile the footage into a finished story.
- (d) Stage IV (Distribution) is the final phase where the completed media is broadcast on TV or streaming platforms for the public.
- (e) Following this logic, the sequence is Planning → Filming → Editing → Broadcasting.

Final Answer: The correct option is II, III, I, IV.

Answer: (A)



Q4.

Solution**Concept:**

The history of broadcasting in India reflects the transition from private hobbyist ventures to a centralized government-controlled entity. Understanding this timeline is essential for grasping how media policy evolved under British rule and post-independence.

Solution:

- (a) Radio broadcasting began in India with private clubs. The "Radio Club of Bombay" started the first broadcasts in June 1923.
- (b) Due to financial difficulties, the government took over, and in 1930, the "Indian State Broadcasting Service (ISBS)" was formed on an experimental basis.
- (c) On June 8, 1936, the ISBS was renamed "All India Radio" (AIR) to give it a more distinct identity.
- (d) Much later, in 1956, the name "Akashvani" (meaning voice from the sky) was officially adopted for the national broadcaster, although AIR remains the corporate name.
- (e) The sequence starts from a local club and ends with the formal national name.

Final Answer: The correct option is Radio Club of Bombay → ISBS → All India Radio → Akashvani.

Answer: (A)



Q5.

Solution**Concept:**

Mass Communication is an interdisciplinary field where specific formulas, terms, and historical examples define different sub-sectors like Journalism, Advertising, Social Media, and Cinema. Matching these helps identify the core jargon of each domain.

Solution:

- (a) (a) 5Ws and 1H: This is the primary formula for gathering news in Journalism. Every reporter must identify Who, What, Where, When, Why, and How.
- (b) (b) Covert Advertising: This is a technique in Advertising/Marketing, often called surrogate marketing or product placement, where a brand is promoted subtly without a direct ad.
- (c) (c) Netiquettes: This is a compound of "Network" and "Etiquette." It refers to the code of polite and appropriate behavior on Social Media and the internet.
- (d) (d) Parallel Cinema: This refers to a movement in Indian Cinema that prioritized realism and social issues. "Manthan" (1976), directed by Shyam Benegal, is a landmark film of this movement.
- (e) Mapping these: (a)-(iii), (b)-(iv), (c)-(i), (d)-(ii).

Final Answer: The correct option is (a)-(iii), (b)-(iv), (c)-(i), (d)-(ii).

Answer: (A)



Q6.

Solution**Concept:**

Dhunidraj Govind Phalke, popularly known as Dadasaheb Phalke, is revered as the pioneer of the Indian film industry. His contribution marks the transition of Indian entertainment from traditional folk theater and oral storytelling to the modern era of motion pictures. Phalke was not just a director but a visionary who understood the technical, cultural, and commercial potential of cinema in a colonial Indian context.

Solution:

- (a) The question identifies the foundational figure of Indian cinema. While Satyajit Ray is a master of the New Wave and Ardeshir Irani pioneered sound, Phalke created the very first indigenous feature film.
- (b) In 1913, Phalke released *Raja Harishchandra*, which was the first silent feature film made entirely by an Indian cast and crew.
- (c) His journey began after watching the film *The Life of Christ*, which inspired him to bring Indian mythological characters to the screen to resonate with local audiences.
- (d) He traveled to London to learn the technicalities of filmmaking and returned with equipment to establish a studio, despite facing immense financial and social hurdles.
- (e) Because he laid the brickwork for what has now become the world's largest film industry, the Government of India instituted the "Dadasaheb Phalke Award" in 1969, which is the highest honor in Indian cinema.

Final Answer: The correct option is Dadasaheb Phalke.

Answer: (B)



Q7.

Solution**Concept:**

Media Convergence is a transformative phenomenon in the field of New Media and Communication. It refers to the blurring of boundaries between different media platforms, such as print, radio, television, and the internet, into a digital ecosystem. It is driven by the digitization of content and the widespread availability of high-speed internet.

Solution:

- (a) Convergence is not just about technology; it is also about the "coming together" of different industries and audiences.
- (b) A primary example is a smartphone, which serves as a camera, a newspaper reader, a radio, a television, and a telephone all at once.
- (c) Historically, if one wanted to watch news, they had to wait for a specific TV broadcast; now, they can watch it on a social media feed or a news app at any time.
- (d) This integration allows for "cross-media" storytelling, where a single story is told across multiple platforms, each adding a unique dimension to the user experience.
- (e) Therefore, the integration of multiple media technologies into a single platform is the defining characteristic of this concept in the modern era.

Final Answer: The correct option is The integration of multiple media technologies into a single platform.

Answer: (C)



Q8.

Solution**Concept:**

Journalism ethics are a set of principles that guide reporters in providing truthful, fair, and objective information. Among these, the protection of an individual's reputation is paramount. When a journalist or a media house publishes false information that harms the character or standing of a person in society, it enters the legal and ethical realm of "Defamation."

Solution:

- (a) Defamation is broadly categorized into two types: Libel (written or published defamation) and Slander (spoken or oral defamation).
- (b) For a statement to be considered defamatory, it must be false, it must be published or communicated to a third party, and it must cause actual harm to the reputation of the subject.
- (c) While "Plagiarism" refers to stealing someone else's work and "Copyright Infringement" refers to the unauthorized use of protected intellectual property, Defamation specifically deals with personal or professional reputation.
- (d) Ethical journalism requires "verification" to avoid defamation. If a reporter prints a story based on unverified rumors that destroys a person's career, they can be sued under both civil and criminal law in many jurisdictions.
- (e) Hence, damaging a person's reputation through false statements is the core definition of Defamation.

Final Answer: The correct option is Defamation.

Answer: (B)



Q9.

Solution**Concept:**

Public Relations (PR) is the strategic management of communication between an organization and its public. Crisis Management is a specialized sub-function of PR that deals with unexpected events that threaten to harm the organization, its stakeholders, or the general public. The goal during a crisis is to mitigate damage and maintain the "Goodwill" of the brand.

Solution:

- (a) A Public Relations Officer (PRO) acts as the bridge between the company and the media during a crisis, such as a product recall, a legal scandal, or an environmental disaster.
- (b) The primary objective is not immediate sales, but the long-term survival of the organization's image. Sales usually drop during a crisis, but a good PRO ensures they recover by maintaining trust.
- (c) Effective crisis management involves transparency, quick response times, and showing genuine concern for those affected.
- (d) The PRO prepares "Press Kits," handles "Media Briefings," and monitors "Public Sentiment" to steer the narrative toward a resolution.
- (e) Without a PRO to manage the flow of information, rumors and misinformation can quickly lead to the total collapse of a brand's reputation.

Final Answer: The correct option is To maintain and restore the organization's reputation.

Answer: (B)



Q10.

Solution**Concept:**

In Radio Production, microphones are the most critical piece of hardware. They are categorized based on their "Polar Patterns," which describe the direction from which the microphone picks up sound. Choosing the right microphone is essential for capturing clear audio while minimizing unwanted background noise or "bleed."

Solution:

- (a) Unidirectional or "Cardioid" microphones pick up sound primarily from the front. These are ideal for a single radio jockey (RJ) but poor for a group.
- (b) Bi-directional microphones pick up sound from the front and back, which is suitable for a one-on-one interview where participants face each other.
- (c) Omni-directional microphones pick up sound equally from all directions (360 degrees). This makes them the perfect choice for a round-table discussion where multiple speakers are seated in a circle around the mic.
- (d) Shotgun microphones are highly directional and used mostly in film production to capture sound from a distance, not for studio discussions.
- (e) Therefore, to ensure every guest at the table is heard with equal clarity, the Omni-directional pattern is technically the most appropriate.

Final Answer: The correct option is Omni-directional.

Answer: (C)



Q11.

Solution**Concept:**

Cyber Activism, also known as digital activism or online organizing, is the use of internet-based communication technologies and social media platforms for various forms of activism. It allows individuals and grassroots organizations to disseminate information quickly, mobilize supporters, and bypass traditional gatekeepers such as mainstream media or government-controlled outlets.

Solution:

- (a) While radio and television have been used for social change in the past, they are typically one-way communication channels that require significant capital and licensing.
- (b) Social Media platforms like X (formerly Twitter), Facebook, and Instagram provide a low-cost, decentralized environment where anyone with a smartphone can start a movement.
- (c) Key characteristics of cyber activism include the use of hashtags to trend topics globally, the viral sharing of citizen journalism videos, and the coordination of physical protests through encrypted messaging apps.
- (d) Famous examples include the Arab Spring and the BlackLivesMatter movement, both of which relied heavily on social media to build international momentum and pressure political structures.
- (e) Unlike print newspapers, which have a delayed impact, social media enables "real-time" activism and the "Rapidity of Opinion" which is essential for modern democratic engagement.

Final Answer: The correct option is Social Media.

Answer: (C)



Q12.

Solution**Concept:**

The Parallel Cinema movement in India, which emerged as an alternative to the mainstream "Masala" Bollywood films, is characterized by its focus on social realism, rural struggles, and artistic integrity. One of the most unique experiments in this movement was the financial model of filmmaking, specifically the concept of "Crowdfunding," where the audience directly funds the production.

Solution:

- (a) In 1976, director Shyam Benegal wanted to make a film titled *Manthan* (The Churning) about the dairy cooperative movement in Gujarat, led by Verghese Kurien.
- (b) Traditional film producers were hesitant to fund a realistic film about milk cooperatives and rural empowerment, as it lacked the commercial elements of songs and dances.
- (c) Dr. Kurien suggested a revolutionary idea: he asked half a million (5 lakh) farmers from the Gujarat Co-operative Milk Marketing Federation to each contribute ₹ 2 toward the film's production.
- (d) This collective effort made *Manthan* the first "crowdfunded" film in Indian history, making the farmers the "producers" of their own story.
- (e) The film went on to win National Awards and represented the power of the "Parallel Cinema" movement to engage with social reality through unconventional financial and creative means.

Final Answer: The correct option is Manthan.

Answer: (B)



Q13.

Solution**Concept:**

In a radio studio or any professional audio production environment, the "Mixer" (also known as a mixing console, soundboard, or desk) serves as the central nervous system of the audio chain. Its primary function is to take various incoming audio signals and manage their levels, quality, and routing before they are sent to the transmitter or recording device.

Solution:

- (a) A typical radio broadcast involves multiple sound sources simultaneously, such as the Radio Jockey's (RJ) microphone, a guest's microphone, a music track from a computer, and perhaps a phone caller.
- (b) Without a mixer, these sounds would clash or be inconsistent in volume. The mixer allows the sound engineer to "mix" these signals by adjusting the "faders" to ensure the music isn't drowning out the voice.
- (c) Mixers also provide "equalization" (EQ) to adjust the bass and treble, ensuring the audio sounds professional and clear for the listeners' ears.
- (d) While an amplifier increases the volume and a transmitter sends the signal over the airwaves, the mixer is specifically for the "combination" and "balancing" of disparate audio inputs.
- (e) Therefore, in technical terms, its primary purpose is to combine multiple audio signals into one coherent master output.

Final Answer: The correct option is To combine multiple audio signals into one output.

Answer: (B)



Q14.

Solution**Concept:**

The Internet Paradigm Shift refers to the fundamental change in how communication flows between the media and the public. In the era of traditional media (Print, Radio, TV), the communication model was "One-to-Many," where a central authority disseminated information to a mass audience. New Media has shifted this to a "Many-to-Many" interactive model.

Solution:

- (a) In the traditional paradigm, the audience members were largely "Passive Receivers." They could read a newspaper or watch a news bulletin but had very limited ways to respond or contribute.
- (b) With the advent of Web 2.0 and social media, the internet allowed for "Interactivity," meaning users can now comment, share, and critique content instantly.
- (c) This shift has created the "Prosumer"—a term coined by Alvin Toffler—referring to individuals who both "consume" and "produce" content.
- (d) For example, a person might read a blog post (consumer) and then write their own response on a social media thread (producer).
- (e) This shift empowers the audience, giving them a voice and making media a democratic, participatory experience rather than a top-down instruction.

Final Answer: The correct option is Passive receivers to active content creators/prosumers.

Answer: (B)



Q15.

Solution**Concept:**

Brand Building is a long-term strategic process in Advertising and Marketing that aims to create a distinct identity and personality for a product or service. Unlike "Sales Promotion," which focuses on immediate, short-term transactions (like discounts or coupons), Brand Building focuses on building a psychological and emotional "equity" in the mind of the consumer.

Solution:

- (a) A brand is much more than a logo or a name; it is the sum total of all perceptions a consumer has about a product.
- (b) Successful brand building ensures that when a consumer thinks of a category (e.g., smartphones), a specific name (e.g., Apple) immediately comes to mind due to its perceived quality and status.
- (c) This process involves consistent messaging, visual identity, and high-quality customer service that fosters "Brand Loyalty."
- (d) Emotional connection is key; for instance, an advertisement that focuses on "family happiness" rather than the technical features of a car is attempting to build a brand image.
- (e) Therefore, creating a long-term emotional connection and identity is the core objective of brand building, ensuring the product remains relevant even when prices change.

Final Answer: The correct option is Creating a long-term emotional connection and identity for a product.

Answer: (B)



Q16.

Solution**Concept:**

The Shannon-Weaver Model, developed in 1948 by Claude Shannon and Warren Weaver, is famously known as the "Mother of all models." It was originally designed to improve technical communication, specifically in telephony and electronic transmission. Its defining characteristic is its "Linear" nature, which describes communication as a one-way street where a message travels from a point of origin to a specific destination without immediate interaction.

Solution:

- (a) A linear model is one that moves in a straight line. In this framework, the sender is active, and the receiver is passive.
- (b) The model is composed of five main parts: information source, transmitter, channel, receiver, and destination.
- (c) Unlike circular or transactional models, the Shannon-Weaver model does not emphasize the feedback loop in its original version. It treats communication as a transmission of bits or signals rather than a social exchange.
- (d) Because it focuses on the "transmission" of a message from the sender to the receiver, it is the quintessential example of a linear communication process.
- (e) While modern adaptations sometimes include feedback, the standard classification of the Shannon-Weaver model in Mass Communication theory remains strictly linear.

Final Answer: The correct option is Linear.

Answer: (B)



Q17.

Solution**Concept:**

In Journalism, the 5Ws and 1H formula is the gold standard for news gathering and reporting. It serves as a checklist for reporters to ensure that they have covered all the fundamental facts of a story. A news report is considered incomplete or professionally lacking if it fails to answer these basic questions, as they provide the structural integrity required for objective reporting.

Solution:

- (a) The 5Ws stand for Who, What, Where, When, and Why. Each of these addresses a specific factual dimension of an event.
- (b) "Who" identifies the people involved; "What" describes the event itself; "Where" provides the location; "When" gives the time; and "Why" explains the reason or cause.
- (c) The "1H" stands for "How," which details the process or manner in which the event occurred.
- (d) "Wealth" is not part of this fundamental journalistic formula. While the financial status of a subject might be a detail within a story, it is not a structural requirement for every news report.
- (e) Therefore, among the options provided, "Wealth" is the outlier that does not belong to the standard 5Ws and 1H framework.

Final Answer: The correct option is Wealth.

Answer: (C)



Q18.

Solution**Concept:**

With the rise of Social Media and New Media, new forms of behavioral patterns have emerged within digital communities. One of the most disruptive behaviors is "Trolling." A troll is an individual who engages in provocative, offensive, or distracting behavior online, often under the veil of anonymity, to elicit emotional responses from others or to derail constructive conversations.

Solution:

- (a) Trolling is distinct from normal disagreement or debate. It is characterized by the intent to "provoke" rather than to inform or discuss.
- (b) Trolls often use "flaming" (hostile interaction) or post off-topic messages to disrupt the flow of a thread.
- (c) While a "Prosumer" is someone who produces and consumes content and an "Influencer" is someone with the power to affect purchasing decisions, a "Troll" acts primarily as a digital nuisance or aggressor.
- (d) The phenomenon is so prevalent that many online platforms have developed "Netiquettes" and moderation tools specifically to manage or ban trolls.
- (e) Identifying a troll is crucial for "Social Media" management and maintaining the "Democratic Role" of the internet, as trolling can lead to the silencing of marginalized voices.

Final Answer: The correct option is Troll.

Answer: (C)



Q19.

Solution**Concept:**

The history of Indian Cinema is divided into two major eras: the Silent Era and the Talkie Era. The transition to sound was a revolutionary moment that changed the way films were produced, performed, and consumed in India. This milestone occurred in 1931, nearly two decades after the first silent film was released by Dadasaheb Phalke.

Solution:

- (a) *Alam Ara* (The Ornament of the World), directed by Ardeshir Irani, was the first sound film (talkie) released in India on March 14, 1931.
- (b) Unlike silent films like *Raja Harishchandra*, which relied on visual storytelling and title cards, *Alam Ara* introduced recorded dialogue and music.
- (c) The film was so popular that police had to be called in to manage the crowds at the Majestic Cinema in Bombay.
- (d) It featured seven songs, setting the precedent for the "Masala" format (films with many songs and dances) that still defines much of mainstream Indian cinema today.
- (e) While *Kisan Kanya* was the first color film and *Sant Tukaram* was an international award-winner, *Alam Ara* holds the singular distinction of being the first "Talkie."

Final Answer: The correct option is Alam Ara.

Answer: (B)



Q20.

Solution**Concept:**

The Television Production process is highly organized to ensure that the final broadcast is of professional quality. "Post-production" is the third and final stage of this process, occurring after all the raw footage has been captured during the "Production" phase. It is the stage where the story is actually "built" from the pieces collected earlier.

Solution:

- (a) Post-production involves several technical sub-processes, primarily "Nonlinear Editing," where the best shots are selected and arranged in a sequence.
- (b) It also includes "Sound Mixing" (balancing dialogue, music, and sound effects), adding visual effects (VFX), and "Color Correction" to ensure visual consistency.
- (c) "Casting" and "Location Scouting" are parts of "Pre-production," while "Writing the treatment" is the very first step of the entire project.
- (d) During post-production, the editor and director work closely to ensure the "Program Format" and "Scripting" goals are met through the final cut.
- (e) Without a robust post-production phase, the raw footage would remain a chaotic collection of clips rather than a coherent TV show or news segment.

Final Answer: The correct option is Nonlinear editing and color correction.

Answer: (C)



Q21.

Solution**Concept:**

Radio is distinct from other mass media because it is a non-visual, purely auditory medium. This unique characteristic defines how content is created and consumed. Often described as the "Theater of the Mind," radio relies on the power of sound to stimulate the listener's imagination, allowing them to visualize characters, settings, and actions based solely on the audio cues provided.

Solution:

- (a) Because radio has no visual component, it is fundamentally a medium for the "Ear." Every piece of information must be translated into sound.
- (b) This "Ear" focus requires a specific style of writing known as "Scripting for the Ear," which uses short sentences, conversational tones, and vivid descriptions.
- (c) The medium uses three primary tools to create a mental picture: the human voice (inflection and tone), music (to set the mood), and sound effects (to establish the environment).
- (d) Listeners can engage with radio while performing other tasks, such as driving or working, because it does not require the "Eye" like television or print media.
- (e) Therefore, while the mind processes the information and the hand might tune the dial, the primary sensory gateway and the target of the medium is the ear.

Final Answer: The correct option is Ear.

Answer: (C)



Q22.

Solution**Concept:**

In the context of New Media and the digital age, the "Internet Paradigm Shift" has drastically increased the speed at which information is shared and reacted to. "Rapidity of Opinion" refers to the near-instantaneous nature of public feedback, commentary, and reaction to news events or social trends through digital platforms.

Solution:

- (a) Historically, public opinion took days or weeks to form and be published through "Letters to the Editor" in newspapers.
- (b) In the age of social media, a single post can garner thousands of reactions, comments, and counter-opinions within seconds of being published.
- (c) This rapidity is a double-edged sword; while it promotes "Cyber Activism" and democratic participation, it also accelerates the spread of "Trolling" and misinformation.
- (d) The internet allows for a "Many-to-Many" communication flow where the "Internet Paradigm Shift" ensures that feedback loops are continuous and immediate.
- (e) Consequently, "Rapidity of Opinion" is defined by this characteristic of instant nature and the immediate visibility of public reactions in the digital ecosystem.

Final Answer: The correct option is The instant nature of feedback and reaction on social media.

Answer: (B)



Q23.

Solution**Concept:**

Public Relations (PR) focuses on maintaining a positive public image for an organization through "Earned Media." Unlike Advertising, where a company pays for space or time to promote a message, PR utilizes strategic communication to encourage journalists and media outlets to cover a story voluntarily because of its news value or public interest.

Solution:

- (a) A "Press Release" is the most common tool used by a Public Relations Officer (PRO) to gain media coverage. It is a written statement sent to the media to announce something newsworthy.
- (b) If a journalist finds the press release interesting, they may write an article or produce a segment about it. This results in "free" media coverage that often carries more credibility than a paid ad.
- (c) Direct Mail, Television Commercials, and Billboards are all forms of "Paid Media" or Advertising, where the organization has total control over the content because they purchased the space.
- (d) PR aims for "Organic" reach and "Third-party Validation," which is why tools like press releases, press conferences, and media kits are central to the profession.
- (e) Thus, the press release is the standard technique used to earn media coverage without the financial transaction associated with advertising.

Final Answer: The correct option is Press Release.

Answer: (B)



Q24.

Solution**Concept:**

Auguste and Louis Lumiere, known as the Lumiere Brothers, were French inventors and pioneer manufacturers of photographic equipment. They are considered the "fathers of modern cinema" because they were the first to make filmmaking a communal, public experience by projecting motion pictures onto a screen for a paying audience.

Solution:

- (a) In 1895, the brothers patented the "Cinematographe," a device that was much more portable and versatile than Thomas Edison's Kinetoscope.
- (b) The Cinematographe was unique because it functioned as a camera, a printer, and a projector all in one unit.
- (c) On December 28, 1895, they held the first commercial public screening of cinematographic films at the Grand Cafe in Paris.
- (d) Their films, such as *Workers Leaving the Lumiere Factory*, were "Actualities"—short, unedited clips of everyday life that stunned early audiences.
- (e) Their technology traveled globally, and their agents conducted the first film screening in India at the Watson's Hotel in Bombay in 1896, marking the birth of cinema in the subcontinent.

Final Answer: The correct option is Inventing the Cinematographe and the first public film screening.

Answer: (B)



Q25.

Solution**Concept:**

Netiquettes (a portmanteau of "Network" and "Etiquette") are a set of informal social rules for acceptable behavior on the internet. Since digital communication lacks physical cues like body language and tone of voice, netiquettes help prevent misunderstandings, promote "Cyber Activism" in a healthy way, and curb "Trolling" and online harassment.

Solution:

- (a) A major rule of netiquette is avoiding the use of all capital letters in text-based communication.
- (b) In the culture of the internet, "TYPING IN ALL CAPS" is universally interpreted as "SHOUTING" or being aggressive. It is considered rude and difficult to read.
- (c) Respecting privacy, using clear subject lines, and fact-checking are all examples of "Good Netiquette" that help maintain a productive online environment.
- (d) Violating these rules can lead to being ignored, blocked, or banned from digital communities and social media platforms.
- (e) Therefore, shouting through capital letters is a classic example of a behavior that violates the established norms of polite digital interaction.

Final Answer: The correct option is TYPING IN ALL CAPITAL LETTERS (SHOUTING).

Answer: (C)



Q26.

Solution**Concept:**

The Shannon-Weaver Model of Communication is often referred to as a "Mathematical Theory of Communication" because it treats the process of sending a message like a technical engineering problem. In this framework, the "Transmitter" is a critical functional component that sits between the information source (the sender) and the channel (the medium). Its primary role is to encode the message into a format that can physically travel across the selected medium.

Solution:

- (a) The process begins at the "Information Source," where a message is conceived.
- (b) This message then passes through the "Transmitter," which acts as an encoder.
- (c) For example, in a telephone conversation, the mouthpiece of the phone is the transmitter. It takes the sound waves (the message) and converts them into electronic impulses or "Signals."
- (d) These signals travel through the "Channel" (wires or airwaves). At the other end, the "Receiver" performs the inverse operation, converting the signals back into a message for the destination.
- (e) Without the transmitter's ability to convert a message into a signal, the information would remain stuck at the source and could not be transmitted across any distance.

Final Answer: The correct option is Signals.

Answer: (B)



Q27.

Solution**Concept:**

In Journalism, the "Lead" (often spelled "Lede") is the most vital part of a news story. Following the "Inverted Pyramid" structure, the lead serves as the introduction that encapsulates the most important elements of the event. A well-written lead should immediately grab the reader's attention and provide a concise summary of the news, ensuring that even if the reader stops after one paragraph, they still understand the main event.

Solution:

- (a) The lead is the opening hook of any hard news article. In the hierarchy of the Inverted Pyramid, it occupies the very top, widest section.
- (b) A standard "Summary Lead" aims to answer as many of the 5Ws (Who, What, Where, When, Why) as possible in a single, punchy sentence of about 25 to 30 words.
- (c) Placing the lead in the first paragraph is a requirement of the "Rapidity of Information" era, where audiences want the core facts instantly without digging through background details.
- (d) While features or creative essays might use "delayed leads" to build suspense, standard journalism prioritizes the lead at the beginning of the text.
- (e) Therefore, the lead is consistently found in the first paragraph of a news story to fulfill the primary goal of informative reporting.

Final Answer: The correct option is The first paragraph.

Answer: (B)



Q28.

Solution**Concept:**

New Media refers to the set of communication technologies that are digital, computerized, and networked. Unlike traditional media (newspapers, radio, television), which are typically linear and one-way, New Media is defined by its architectural flexibility. Two of its most significant pillars are "Interactivity" and "Hypertextuality," which allow the user to move from being a passive observer to an active participant in the information-sharing process.

Solution:

- (a) Interactivity means the user can influence the content or the flow of communication. This is seen in comment sections, likes, shares, and real-time polls.
- (b) Hypertextuality refers to the use of "Hyperlinks," allowing users to jump from one piece of content to another in a non-linear fashion, creating a unique "Internet Paradigm Shift."
- (c) Traditional media is often geographically limited (e.g., a local newspaper) and slow (e.g., waiting for the evening news). New Media is global and instantaneous.
- (d) This digital environment has given rise to the "Prosumer"—someone who consumes and produces content simultaneously.
- (e) Thus, the ability to interact with the medium and navigate through linked data (hypertext) is the hallmark characteristic of New Media.

Final Answer: The correct option is Interactivity and Hypertextuality.

Answer: (B)



Q29.

Solution**Concept:**

"Scripting for the Ear" is a specialized writing technique used in Radio Production. Since radio lacks visual aids, the script must be designed to be heard and understood instantly. Unlike print journalism, where a reader can go back and re-read a difficult sentence, a radio listener only gets one chance to hear the information. This necessitates a style that is simple, direct, and rhythmically engaging.

Solution:

- (a) A radio script should sound like a natural conversation between the host and the listener. This creates a sense of intimacy and "personal communication."
- (b) Writers avoid complex "multisyllabic" words and long, winding sentences because they are difficult for the presenter to breathe through and hard for the listener to follow.
- (c) The script often uses "Signposting" (verbal cues like "coming up next" or "here is the reason why") to help the listener navigate the audio content.
- (d) Use of active verbs and present tense is preferred to give the broadcast a sense of "Immediacy" and "Rapidity of Opinion."
- (e) Ultimately, the script must prioritize clarity and a conversational tone to effectively reach the listener's ear and stimulate their "Theater of the Mind."

Final Answer: The correct option is Short, conversational, and written for the ear.

Answer: (B)



Q30.

Solution**Concept:**

Surrogate Advertising (often called Covert Advertising or Brand Stretching) is a marketing strategy used to promote products that are legally prohibited from being advertised directly on mass media, such as tobacco, liquor, or narcotics. To bypass government regulations and "Censorship," companies advertise another product (the "surrogate") under the same brand name to maintain brand recall in the consumer's mind.

Solution:

- (a) The primary goal of surrogate advertising is not necessarily to sell the "surrogate" product (like soda, music CDs, or mineral water) but to keep the parent brand's logo and name visible to the public.
- (b) This is a common practice in countries with strict media laws regarding public health. For example, a liquor brand might advertise "Club Soda" using the same color scheme and celebrity ambassadors as their main alcoholic product.
- (c) It is a form of "Brand Building" that exploits legal loopholes. The audience subconsciously associates the advertisement with the restricted product.
- (d) This technique falls under the broader umbrella of "Ad and PR" ethics, as it often sparks debate regarding consumer protection and corporate social responsibility.
- (e) Therefore, advertising a banned product under the guise of a legal one is the exact definition of surrogate advertising.

Final Answer: The correct option is Advertising a banned product (like alcohol) under the guise of another product (like soda).

Answer: (B)



Q31.

Solution**Concept:**

The Two-Step Flow Theory, developed by Paul Lazarsfeld and Elihu Katz, represents a shift away from the "Magic Bullet" theory of direct media effects. It suggests that media content does not reach the general public directly in a uniform way; instead, it is mediated by specific individuals who act as intermediaries in the communication process.

Solution:

- (a) The theory identifies two stages of communication. In the first step, information moves from the mass media to "Opinion Leaders."
- (b) Opinion Leaders are individuals who are highly exposed to media and respected by their peers.
- (c) In the second step, these leaders pass on their interpretations of the information to "Opinion Followers" through interpersonal communication.
- (d) This model highlights that personal influence and social relationships are often more powerful in changing behavior than the media message itself.
- (e) Therefore, Opinion Leaders are the essential component that connects the media to the masses in this specific theoretical framework.

Final Answer: The correct option is Opinion Leaders.

Answer: (B)



Q32.

Solution**Concept:**

Communication theories have evolved through distinct historical phases, reflecting changes in technology and society's understanding of media impact. Understanding the sequence of these eras is vital for CUET as it shows the progression from viewing the audience as passive victims to active participants.

Solution:

- (a) The first era is "Mass Society Theory" (late 19th century to 1930s), which assumed media had a direct and powerful (often negative) influence on a defenseless audience.
- (b) The second is the "Limited Effects" era (1940s-1960s), which argued that media influence is moderated by individual differences and social groups.
- (c) The third is the "Cultural Theory" era (1970s-1980s), focusing on how media supports and maintains specific power structures in society.
- (d) The fourth and current era is "Meaning-making Theory," where the focus is on how active audiences use media to construct their own identities and social realities.
- (e) The correct chronological flow moves from the "Powerful Effects" assumption to the "Active Audience" reality.

Final Answer: The correct option is Mass Society Theory → Limited Effects → Cultural Theory → Meaning-making Theory.

Answer: (A)



Q33.

Solution**Concept:**

This question tests the historical and theoretical foundations of both global and Indian mass communication. It requires matching pioneers with their most significant contributions to media studies and the press.

Solution:

- (a) (A) Marshall McLuhan: A Canadian philosopher famous for the concept of the "Global Village," predicting that electronic media would shrink the world into a single interconnected community.
- (b) (B) James Augustus Hicky: The founder of India's first newspaper, the "Bengal Gazette" (1780), also known as Hicky's Gazette.
- (c) (C) David Manning White: He was the first scholar to apply the "Gatekeeping Model" specifically to journalism, studying how wire editors selected news.
- (d) (D) Raja Ram Mohan Roy: Known as the father of Indian Journalism, he fought tirelessly against restrictive "Indian Press Laws" and established journals like Mirat-ul-Akbar.
- (e) Matching these results in: (A)-(II), (B)-(III), (C)-(IV), (D)-(I).

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

Answer: (A)



Q34.

Solution**Concept:**

In PR and Marketing, media is categorized into three types: Paid, Owned, and Earned (the POE model). "Earned Media" is considered the most credible form of visibility because it acts as a third-party endorsement of the brand.

Solution:

- (a) Paid Media includes advertisements where the company pays for the space (e.g., TV slots or sponsored posts).
- (b) Owned Media includes platforms the company controls directly (e.g., their own website or YouTube channel).
- (c) Earned Media is visibility gained through "organic" means, such as news coverage, mentions, or reviews.
- (d) A featured news story in a national daily is earned because the journalist decided the story was newsworthy enough to print without being paid by the company.
- (e) This type of media is "earned" through relationship building and providing value to the media outlet.

Final Answer: The correct option is A featured news story in a national daily.

Answer: (C)



Q35.

Solution**Concept:**

Audio production for Radio requires precise control over volume levels to ensure smooth transitions between different program elements, such as the host's voice and background music. "Fading" is the standard technical term for this volume manipulation.

Solution:

- (a) Fading is used to avoid jarring, sudden starts or stops in sound.
- (b) "Fade-in" refers to gradually increasing the volume from silence to the desired level, often used at the start of a show.
- (c) "Fade-out" refers to gradually decreasing the volume until it reaches silence, commonly used to end a segment or music track.
- (d) A "Cross-fade" occurs when one sound fades out while another fades in simultaneously, creating a seamless overlap.
- (e) It is a deliberate creative choice managed by the sound engineer using a mixer, not a result of technical failure or weather interference.

Final Answer: The correct option is Gradually increasing or decreasing the volume of an audio signal.

Answer: (B)



Q36.

Solution**Concept:**

Television production is a highly coordinated technical process that requires the synchronization of multiple sensory inputs. In the professional industry, "Syncing" (short for synchronization) specifically refers to the precise temporal alignment of the audio track with the corresponding video frames. This ensures that the sounds the audience hears are perfectly matched to the visual actions they see on screen, such as a person's lip movements matching their spoken words.

Solution:

- (a) During the production phase, audio and video are often recorded on separate devices to ensure the highest quality for each. This is known as "double-system recording."
- (b) Because these signals are captured independently, they must be brought together and aligned during the post-production phase.
- (c) A "clapperboard" or "slate" is traditionally used at the start of a take to provide a visual and auditory "sync point" that editors use to align the tracks.
- (d) If the audio and video are "out of sync," it creates a jarring experience for the viewer, often referred to as "lip-sync error," which can ruin the professional quality of a broadcast.
- (e) Modern digital editing software uses timecodes and waveform matching to automate this process, but the fundamental goal remains the perfect coordination of sound and picture.

Final Answer: The correct option is The audio is perfectly aligned with the video frames.

Answer: (C)



Q37.

Solution**Concept:**

Media ethics serves as the moral framework that guides journalists in their professional conduct. One of the most critical ethical boundaries involves the "Conflict of Interest." This concept addresses situations where a journalist's personal, financial, or political interests could potentially interfere with their professional duty to provide objective, unbiased, and truthful information to the public.

Solution:

- (a) A conflict of interest occurs if a reporter accepts gifts, money, or favors from a subject they are covering, as this "financial gain" could influence the tone or accuracy of the report.
- (b) Professional news organizations have strict codes of conduct that require journalists to disclose any potential conflicts or remove themselves from stories where they have a personal stake.
- (c) While "Plagiarism" deals with stealing intellectual property and "Privacy" deals with individual rights, Conflict of Interest specifically targets the integrity and independence of the reporter.
- (d) This ethical standard is vital for maintaining "Public Trust," as the audience must believe that news is being reported for the public good rather than the reporter's private profit.
- (e) Therefore, using one's professional position to secure personal advantages is the definitive violation of the Conflict of Interest principle.

Final Answer: The correct option is Conflict of Interest.

Answer: (B)



Q38.

Solution**Concept:**

User-Generated Content (UGC) is a hallmark of the New Media era and the Web 2.0 revolution. It refers to any form of content, such as images, videos, text, and audio, that has been posted by users on online platforms rather than by professional gatekeepers or traditional media organizations. This concept represents the ultimate democratization of information, where the audience becomes the producer.

Solution:

- (a) Wikipedia is the quintessential example of a UGC-based platform because it is a collaborative encyclopedia written and edited entirely by volunteers from around the world.
- (b) Unlike "Prasar Bharati" or news agencies like "Reuters" and "PTI," which employ professional journalists to create content, Wikipedia relies on the collective knowledge of its user base.
- (c) UGC platforms rely on "Interactivity" and "Hypertextuality" to allow users to link information and verify each other's contributions in real-time.
- (d) This model represents the "Internet Paradigm Shift" where the traditional "One-to-Many" broadcast model is replaced by a decentralized "Many-to-Many" network.
- (e) Thus, among the options provided, Wikipedia is the only platform that exists solely through the contributions of its users.

Final Answer: The correct option is Wikipedia.

Answer: (B)



Q39.

Solution**Concept:**

In the world of advertising and marketing, "Product Placement" (also known as embedded marketing) is a technique where references to specific brands or products are incorporated into another work, such as a film or television program, with specific promotional intent. This is often categorized as "Covert Advertising" because the commercial message is hidden within the entertainment content rather than being presented as a traditional commercial break.

Solution:

- (a) Unlike "Direct Advertising," which clearly identifies itself as a sales pitch, product placement is subtle and aims to associate the brand with the lifestyle or personality of the characters on screen.
- (b) When a protagonist in a movie drinks a specific brand of soda, the advertiser is leveraging "Emotional Connection" and celebrity influence to build brand recall in the viewer's mind.
- (c) This technique is a response to "Ad-avoidance," where viewers skip traditional commercials; by putting the product inside the show, the audience is "forced" to see it as part of the story.
- (d) It is a form of "Surrogate Marketing" or brand stretching when it involves restricted items, but in general, it is the primary example of covertly influencing the consumer.
- (e) Therefore, integrating a brand into the narrative flow of media content is the definition of embedded or covert advertising.

Final Answer: The correct option is Embedded/Covert Advertising.

Answer: (C)



Q40.

Solution**Concept:**

Parallel Cinema, or the Indian New Wave, emerged as an alternative to the mainstream musical-action films of Bollywood. This movement focused on social realism, the struggles of the working class, and artistic integrity. One of the most legendary figures of this movement is Satyajit Ray, whose work brought Indian cinema to the forefront of the global artistic stage.

Solution:

- (a) Satyajit Ray's "Apu Trilogy"—consisting of *Pather Panchali* (1955), *Aparajito* (1956), and *Apur Sansar* (1959)—is widely regarded as a masterpiece of world cinema.
- (b) The trilogy follows the life of Apu from his childhood in a rural Bengali village to his adulthood in the city, capturing the universal themes of growth, loss, and human resilience.
- (c) These films were noted for their naturalistic acting, location shooting, and lack of traditional Bollywood "Masala" elements like spontaneous song and dance.
- (d) Ray's work helped establish the "Parallel Cinema" movement, inspiring a generation of filmmakers to use cinema as a tool for social commentary and artistic exploration.
- (e) While directors like Guru Dutt and Raj Kapoor were masters of the Golden Age, it was Satyajit Ray who created the specific global milestone of the Apu Trilogy.

Final Answer: The correct option is Satyajit Ray.

Answer: (B)

Q41.

Solution**Concept:**

Citizen journalism refers to the collection, reportage, and analysis of news and information by the general public, primarily facilitated by the rise of mobile technology and social media. This phenomenon shifts the role of the gatekeeper from professional editors to the common individual.

Solution:

The passage explicitly states that ordinary individuals "document events in real-time." This immediacy allows information to reach the public faster than traditional news crews. By capturing events as they happen, citizen journalism fosters a sense of transparency, as events are recorded without the delay of professional production or editorial filtering. Therefore, the primary advantage is the combination of speed and the resulting openness of information.

Final Answer: (B) Real-time documentation and transparency

Answer: (B)



Q42.

Solution**Concept:**

The trade-off for speed in news reporting is often accuracy. Professional journalism relies on "fact-checking" and "editorial standards," whereas citizen journalism is often impulsive and unmediated.

Solution:

While the passage acknowledges the empowerment of the common man, it highlights a significant downside: the lack of a "rigorous 'Verification' process." In professional newsrooms, multiple levels of checks exist to ensure truth. Without these, the text warns that citizen journalism "risks the spread of unverified rumors." Because there is no central authority to validate the smartphone footage or claims made by individuals, misinformation can proliferate quickly.

Final Answer: (B) Spread of unverified rumors

Answer: (B)

Q43.

Solution**Concept:**

Etymologically, "democratized" refers to making something accessible to everyone, rather than a privileged few. In the context of media, it refers to the breaking down of barriers to entry.

Solution:

Historically, the "news landscape" was controlled by large corporations and professional journalists who acted as gatekeepers. The passage suggests that because "ordinary individuals" can now document and share events, the power has shifted. It is no longer a top-down structure; instead, both the access to news and the ability to create it are now open to all members of society, regardless of professional training or institutional backing.

Final Answer: (B) News access and creation are now open to all

Answer: (B)



Q44.

Solution**Concept:**

Professional journalism is defined by its methodology. While citizen journalists prioritize speed, traditional newsrooms prioritize the "Rigorous Verification" of facts to maintain credibility.

Solution:

The passage draws a clear distinction between the "Rapidity of Information" found in citizen journalism and the "rigorous 'Verification' process characteristic of professional newsrooms." While traditional journalists may use smartphones and the internet, their defining difference—as noted in the text—is the institutional commitment to checking facts before publication. This ensures that the information is not just fast, but accurate and reliable.

Final Answer: (B) Have a rigorous verification process

Answer: (B)

Q45.

Solution**Concept:**

The "Citizen Journalism" movement is intrinsically linked to the "Mobile Revolution." Technological hardware serves as the catalyst for the social shift described in the text.

Solution:

The text identifies the specific tool that enables ordinary people to act as journalists: they are "Armed with smartphones." The smartphone combines a high-quality camera, video recording capabilities, and instant internet connectivity into a single portable device. Unlike the printing press or radio, which required significant infrastructure, the smartphone allows any individual to capture and broadcast news globally in an instant.

Final Answer: (C) Smartphones

Answer: (C)



Q46.

Solution**Concept:**

Public Relations (PR) is defined as a management function that establishes and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends. Unlike marketing or advertising, PR focuses on reputation management and long-term engagement rather than immediate transactional sales.

Solution:

The passage begins by defining PR as a "strategic communication process." The core objective stated is to build "mutually beneficial relationships." This implies a two-way street where the organization listens to its public and vice-versa, ensuring that the goals of the entity align with the interests of its stakeholders. Options regarding mind control or direct sales are inconsistent with the collaborative and relational nature of PR described in the text.

Final Answer: (B) Building mutually beneficial relationships

Answer: (B)

Q47.

Solution**Concept:**

The distinction between PR and Advertising often boils down to "Paid" versus "Earned" media. In Advertising, the organization pays for the exact placement and timing of a message, whereas in PR, the organization must convince a third party (like a journalist) to share their story.

Solution:

The passage highlights that Advertising is a "paid medium" where the sender exerts "total control over the message." This means the advertiser dictates the content, design, and frequency. In contrast, PR is described as relying on persuasion and "Earned Media." Because PR is not a paid placement, the professional cannot strictly control how the media portrays the information, making the "control" aspect the primary differentiator according to the text.

Final Answer: (B) Advertising is a paid medium with total message control

Answer: (B)



Q48.

Solution**Concept:**

In a business and communication context, "Goodwill" refers to an intangible asset. It is the value of an entity's reputation and the brand equity it has built over time through ethical behavior and quality service.

Solution:

The passage identifies "Goodwill" as the "ultimate asset that PR seeks to protect." While assets are often thought of as physical (buildings) or financial (cash), in PR, the most valuable resource is the trust and positive perception held by the public. If an organization has strong goodwill, it can survive mistakes or external pressures more effectively. Thus, it signifies the positive reputation and favorable standing of the organization in the eyes of its audience.

Final Answer: (C) The positive reputation of an organization

Answer: (C)

Q49.

Solution**Concept:**

Crisis Communication is a sub-specialty of PR that focuses on protecting an organization's reputation during a negative event. The key to successful crisis management is the pre-existence of strong channels of communication.

Solution:

The text specifies that a PR professional must maintain "Media Relations" to ensure the organization's perspective is heard "during times of crisis." Media relations involves building trust with journalists and news outlets so that when something goes wrong, the organization has a reliable platform to provide its side of the story. Without these established channels, the organization risks being drowned out by rumors or third-party speculation during a high-stakes event.

Final Answer: (C) Maintaining Media Relations

Answer: (C)



Q50.

Solution**Concept:**

"Earned Media" is any publicity or coverage that is gained through promotional efforts other than paid advertising. It is often seen as more credible because it comes from a neutral third-party source, such as a news report or an influencer mention.

Solution:

According to the passage, PR "relies on persuasion and 'Earned Media'." Unlike advertising, which is "bought," earned media is "earned" by creating newsworthy content or providing valuable insights that journalists find worthy of coverage. This reliance on earned media is what makes PR a discipline of persuasion; the PR professional must persuade others that their organization's message is important enough to be shared for free.

Final Answer: (B) Earned Media

Answer: (B)



Answer Key

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

