

CUET-UG Mass Media & Communication Sample Paper-5

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

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.** Which of the following is a key characteristic of "Community Radio" that distinguishes it from Commercial Radio?
- (A) Aiming for maximum profit through advertisements



- (B) Focused on local issues and participation of the local community
- (C) Broadcasting only international news and music
- (D) Using high-power transmitters for nationwide coverage

Q17. The "Prasar Bharati" Act was implemented to achieve which of the following objectives?

- (A) To privatize all government media channels
- (B) To provide autonomy to All India Radio and Doordarshan
- (C) To restrict the entry of foreign media in India
- (D) To increase the censorship on digital platforms

Q18. Which of the following describes the "Agenda Setting Theory" of mass media?

- (A) Media tells people exactly what to think about every issue
- (B) Media has no influence on public perception
- (C) Media focuses attention on specific issues, leading the public to perceive them as important
- (D) Media only reflects the opinions already held by the majority

Q19. In New Media, the term "Net Neutrality" implies:

- (A) Internet service providers should prioritize government websites
- (B) All internet traffic should be treated equally without discrimination
- (C) Users must pay a neutral tax for using social media
- (D) The internet should be restricted to educational content only

Q20. The "Cinematograph Act, 1952" primarily deals with which aspect of Indian Cinema?

- (A) Funding for independent filmmakers
- (B) Certification and censorship of films
- (C) Promotion of regional cinema in international festivals



(D) Management of cinema halls and ticket pricing

Q21. Match List-I (Media Pioneer) with List-II (Contribution/Identity):

List-I	List-II
(A) Lumiere Brothers	(I) Invention of Radio
(B) Satyajit Ray	(II) Pather Panchali
(C) Guglielmo Marconi	(III) Cinematograph
(D) Christiane Amanpour	(IV) International Journalism

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

Q22. Which technical component is used to increase the strength of a weak audio signal in a radio station?

- (A) Attenuator
 (B) Amplifier
 (C) Transducer
 (D) Oscillator

Q23. In Public Relations, what is meant by "Earned Media"?

- (A) Media coverage gained through paid advertisements
 (B) Publicity gained through editorial influence or word-of-mouth
 (C) Content published on the company's own official website
 (D) Revenue generated from selling media equipment

Q24. Which of the following is a primary feature of "Social Media" that distinguishes it from traditional "Newspapers"?

- (A) One-way communication from editor to reader
 (B) High cost of entry for content creators



- (C) Interactivity and user-generated content
- (D) Delayed feedback loops

Q25. The "Right to Information (RTI) Act, 2005" is significant for journalists because it:

- (A) Provides them with free internet access
- (B) Allows them to access information held by public authorities
- (C) Protects them from any legal action regarding defamation
- (D) Grants them the right to attend private corporate meetings

Q26. What is "B-roll" in the context of Television News production?

- (A) The secondary footage used to cover voice-overs
- (B) The main interview with the primary subject
- (C) The blooper reel shown at the end of a show
- (D) The script written by the news anchor

Q27. A "Lavalier Microphone" is commonly used in TV studios because it is:

- (A) Extremely large and captures high-fidelity music
- (B) Small and can be clipped onto the speaker's clothing
- (C) Used only for outdoor sports events
- (D) A type of microphone that does not require a cable

Q28. Which of the following is the main purpose of "Copywriting" in Advertising?

- (A) Managing the company's financial accounts
- (B) Writing persuasive text to promote a product or service
- (C) Distributing the newspaper to local vendors
- (D) Legal protection of the company's logo

Q29. Identify the term for the deliberate spread of false information with the intent to deceive:



- (A) Misinformation
- (B) Disinformation
- (C) Mal-information
- (D) Satire

Q30. Which movement in cinema is characterized by filming on location with non-professional actors and focusing on social issues?

- (A) Expressionism
- (B) Surrealism
- (C) Neo-Realism
- (D) Film Noir

Q31. Which of the following is a key function of the "Amplifier" in a radio broadcast chain?

- (A) To convert sound waves into electrical signals
- (B) To increase the power of the signal for transmission
- (C) To store audio data for future use
- (D) To edit the frequency of the recorded voice

Q32. The term "Trolling" in Social Media refers to:

- (A) Providing constructive feedback to creators
- (B) Deliberately posting provocative or offensive content to upset others
- (C) Promoting a brand through ethical means
- (D) Organizing a charity event through digital platforms

Q33. Which of the following describes the "Democratic Role" of social media?

- (A) Allowing only government officials to share news
- (B) Restricting public opinion to maintain order
- (C) Empowering citizens to voice opinions and hold authorities accountable



(D) Charging users for every post they make

Q34. What does "Rapidity of Opinion" in the context of New Media signify?

- (A) The slow process of publishing a newspaper editorial
- (B) The instant generation and spread of public feedback on digital news
- (C) The time taken to film a documentary
- (D) The legal process of filing a defamation case

Q35. Which of the following is an example of "Non-linear Editing"?

- (A) Physically cutting and splicing film reels
- (B) Recording directly onto a magnetic tape in a specific sequence
- (C) Using computer software to access and edit any part of a video at any time
- (D) Playing a live broadcast without any interruptions

Q36. In Public Relations, a "Press Release" is primarily used to:

- (A) Sell a product directly to the consumer
- (B) Provide an official statement or news to the media for coverage
- (C) Internal communication between the CEO and the staff
- (D) Print a secret internal memo

Q37. Which of the following mic types is specifically designed to pick up sound from a distance, often used on film sets?

- (A) Lavalier Mic
- (B) Ribbon Mic
- (C) Shotgun Mic
- (D) Carbon Mic

Q38. The concept of "Media Laws" in India is primarily intended to:

- (A) Suppress all forms of criticism against the state



- (B) Balance the right to freedom of speech with social responsibility
- (C) Ensure that only one media house survives in the market
- (D) Prohibit the use of internet in rural areas

Q39. Which genre of cinema is characterized by a dark, cynical tone and often involves crime or detective stories?

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

Q40. In the digital era, "Media Convergence" has led to the rise of the "Prosumer." What does this term mean?

- (A) A professional consumer who buys only expensive media equipment
- (B) An individual who both consumes and produces media content
- (C) A person who promotes consumer products through traditional media
- (D) A technician who repairs media devices

Passage 1: Read the following text and answer Questions 41 to 45. "The evolution of the World Wide Web has transformed the internet from a static repository of information to a dynamic platform for social interaction. Web 2.0 characterized the rise of social media platforms like Facebook, Twitter (now X), and YouTube, where users are no longer just passive viewers but active participants. This shift has facilitated 'Cyber Activism,' allowing social movements to organize rapidly. However, it has also introduced challenges like the 'Echo Chamber' effect, where users are only exposed to information that reinforces their existing beliefs."

Q41. According to the passage, what is the defining characteristic of Web 2.0?

- (A) It made the internet a static repository
- (B) It turned users into active participants and content creators



- (C) It restricted the internet to government use only
- (D) It decreased the speed of information transfer

Q42. What does the term "Cyber Activism" as mentioned in the passage imply?

- (A) Using the internet to play high-end video games
- (B) Using digital platforms to organize and promote social or political movements
- (C) Spreading viruses to destroy competitive websites
- (D) Hacking into private accounts for personal gain

Q43. The "Echo Chamber" effect described in the passage leads to:

- (A) Better understanding of diverse viewpoints
- (B) Reinforcement of existing beliefs due to limited exposure to different ideas
- (C) The total breakdown of internet connectivity
- (D) An increase in the cost of internet subscriptions

Q44. Which platform is cited in the passage as an example of a Web 2.0 social media site?

- (A) Doordarshan
- (B) YouTube
- (C) All India Radio
- (D) The Times of India (Print)

Q45. The transition from static to dynamic platforms has primarily impacted:

- (A) The physical hardware of computers
- (B) The nature of social interaction on the internet
- (C) The price of electricity
- (D) The printing speed of newspapers



Passage 2: Read the following text 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 uses paid media to control the message, PR relies heavily on 'Earned Media' and persuasion. During a crisis, a PR professional's primary job is to manage the flow of information to protect the organization's reputation. This involves maintaining media relations and ensuring the organization has a reliable platform to provide its side of the story."

- Q46.** What is the primary difference between Advertising and PR mentioned in the passage?
- (A) PR is more expensive than advertising
 - (B) Advertising uses paid media while PR relies on earned media
 - (C) PR is only used by non-profit organizations
 - (D) Advertising is a longer process than PR
- Q47.** In the context of the passage, what is "Earned Media"?
- (A) Media space purchased through a direct payment
 - (B) Publicity gained through editorial influence or newsworthiness
 - (C) Revenue earned by selling media shares
 - (D) A tax paid by media companies to the government
- Q48.** What is the main goal of a PR professional during a crisis, according to the text?
- (A) To stop all communication with the outside world
 - (B) To protect and manage the organization's reputation
 - (C) To increase the price of the company's products
 - (D) To hire social media influencers for entertainment
- Q49.** Why is "Media Relations" important for an organization during a high-stakes event?



- (A) To ensure the organization can present its side of the story accurately
- (B) To prevent journalists from covering the event at all
- (C) To sell advertising slots to news channels
- (D) To influence the stock market directly

Q50. PR is described as a "discipline of persuasion." This means:

- (A) Forcing people to believe false information
- (B) Convincing journalists and the public that an organization's message is newsworthy
- (C) Buying the loyalty of the audience with gifts
- (D) Using legal threats to change public opinion



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

The Shannon-Weaver Model of Communication, developed in 1948, is often called the mathematical theory of communication because it treats communication as a linear transmission of data from a source to a receiver. A fundamental component of this model is "Noise," which is defined as any external or internal interference that disrupts the signal during its travel through the channel. This concept explains why the message received might differ from the message sent.

Solution:

- (a) Noise is a technical term in this model representing unwanted additions to the signal.
- (b) Physical noise refers to environmental disruptions, such as static on a radio line or loud background chatter.
- (c) Semantic noise occurs when there is a misunderstanding of language, symbols, or context between the sender and receiver.
- (d) The Transmitter and Feedback loop are functional parts of the communication chain, not barriers.
- (e) Therefore, physical or semantic interference is the definitive example of noise in this specific model.

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

Answer: (B)



Q2.

Solution**Concept:**

The 'Inverted Pyramid' is the standard structural format for hard news writing in journalism. It is designed to cater to the "Rapidity of Information" required by modern readers. The structure places the most critical details at the top (the base of the pyramid) and tapers down to the least important background information at the point. This allows editors to trim a story from the bottom without losing the core essence of the news.

Solution:

- (a) The structure starts with the 'Lead' or 'Lede', which answers the 5Ws and 1H.
- (b) The first paragraph contains the most essential and impactful facts.
- (c) Subsequent paragraphs provide supporting details, quotes, and secondary information.
- (d) Chronological order is typical for feature stories or fiction, but not for hard news reporting.
- (e) Hence, prioritizing most important facts to least important facts is the hallmark of this style.

Final Answer: Most important facts to least important facts.

Answer: (B)

Q3.

Solution**Concept:**

Television production is a multi-stage workflow that ensures high production value and narrative coherence. It is divided into three primary phases: Pre-production (planning), Production (execution), and Post-production (refinement). These are followed by the final stage of Distribution, where the content is released to the audience through various broadcasting or streaming channels.

Solution:

- (a) Pre-production is the first stage, involving scripting, casting, and planning logistics.
- (b) Production follows, which is the actual "shooting" or filming of the raw footage.
- (c) Post-production is the third stage, where nonlinear editing, sound mixing, and color correction occur.
- (d) Distribution is the final phase where the finished product is broadcast to the public.
- (e) Following this logic, the order is II (Pre), III (Pro), I (Post), and IV (Dist).

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

Answer: (A)



Q4.

Solution**Concept:**

The history of broadcasting in India reflects the transition from private amateur clubs to a centralized state-controlled system. Radio started as a private hobbyist venture in the early 1920s before being formalized under the British administration and eventually becoming the national public broadcaster of independent India.

Solution:

- (a) Radio broadcasting began with the Radio Club of Bombay in 1923.
- (b) In 1930, it was taken over by the government as the Indian State Broadcasting Service (ISBS).
- (c) In 1936, the ISBS was renamed All India Radio (AIR).
- (d) In 1957, the name "Akashvani" (meaning voice from the sky) was officially adopted for the broadcaster.
- (e) This chronological progression maps to: Radio Club → ISBS → All India Radio → Akashvani.

Final Answer: Radio Club of Bombay → ISBS → All India Radio → Akashvani.

Answer: (A)



Q5.

Solution**Concept:**

This mapping exercise covers multiple domains within Mass Communication: Journalism, Advertising, New Media, and Cinema. Each term represents a fundamental pillar of its respective field, testing the candidate's breadth of knowledge across the syllabus units.

Solution:

- (a) (A) 5Ws and 1H: These are the fundamental questions of Journalism (Who, What, When, Where, Why, and How).
- (b) (B) Covert Advertising: This is closely related to Surrogate Marketing, where restricted products are advertised through indirect means.
- (c) (C) Netiquettes: This refers to the code of polite conduct on Social Media and the internet.
- (d) (D) Parallel Cinema: The film 'Manthan' is a classic example of this movement, which focused on social realism.
- (e) Matching these gives: (A)-(III), (B)-(IV), (C)-(I), (D)-(II).

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

Answer: (A)



Q6.

Solution**Concept:**

The concept of the "Father of Indian Cinema" is a foundational topic in the history of Indian media. It honors the individual who pioneered the indigenous film industry at a time when cinema was purely a Western import. This recognition is not just for making a film, but for establishing the technical, artistic, and commercial infrastructure for a local industry. In India, this title is synonymous with the creator of the first full-length indigenous feature film, which paved the way for what is now the largest film industry in the world.

Solution:

- (a) Dhundiraj Govind Phalke, popularly known as Dadasaheb Phalke, is recognized as the Father of Indian Cinema.
- (b) In 1913, he produced and directed "Raja Harishchandra," which was India's first silent feature film.
- (c) Unlike his contemporaries who were mostly screening foreign films, Phalke brought Indian mythology to the screen, making the medium relatable to the Indian masses.
- (d) While Satyajit Ray is a master of Parallel Cinema and Ardeshir Irani produced the first "talkie" (Alam Ara), it was Phalke who started the journey of Indian filmmaking.
- (e) The Government of India established the Dadasaheb Phalke Award in 1969 to honor his contribution, which remains the highest award in Indian cinema.

Final Answer: The function is Dadasaheb Phalke.

Answer: (B)



Q7.

Solution**Concept:**

Media Convergence is a cornerstone concept of New Media and the digital age. It represents the "coming together" of previously distinct media technologies and platforms. In the traditional era, one needed a radio for audio, a TV for video, and a newspaper for text. In the current internet-driven paradigm, these formats have converged into single digital devices and networks. This shift has fundamentally changed how content is produced, distributed, and consumed, leading to the rise of multi-platform journalism and integrated digital marketing.

Solution:

- (a) Media Convergence involves the integration of telecommunications, computing, and traditional media content.
- (b) It allows a single device, like a smartphone, to serve as a camera, a newspaper, a television, and a radio simultaneously.
- (c) It also refers to the organizational level where newsrooms now produce content for print, web, and social media from a single desk.
- (d) The options suggesting the separation of media or the decline of newspapers do not capture the essence of this "merging" phenomenon.
- (e) Therefore, the integration of multiple media technologies into a single platform is the most accurate definition of technical and functional convergence.

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

Answer: (C)



Q8.

Solution**Concept:**

Ethics and Media Laws form the regulatory backbone of Journalism. Defamation is a critical legal concept that every media professional must understand to balance the "Freedom of Speech" with the "Right to Reputation." In India, defamation can be both a civil wrong and a criminal offense. It occurs when a published statement (Libel) or spoken word (Slander) harms the reputation of an individual or entity without a factual basis or public interest justification.

Solution:

- (a) The question focuses on the act of damaging a reputation through false statements.
- (b) Defamation is the specific legal term for this act, distinguishing it from other media-related crimes.
- (c) Copyright Infringement deals with the theft of intellectual property, not reputation.
- (d) Plagiarism involves passing off someone else's work as one's own.
- (e) Censorship refers to the suppression of speech by a government or authority.
- (f) Since the core issue is the protection of an individual's social standing against falsehoods, Defamation is the correct choice.

Final Answer: The function is Defamation.

Answer: (B)



Q9.

Solution**Concept:**

Public Relations (PR) is essentially the management of communication between an organization and its publics. Crisis Management is perhaps the most high-stakes area of PR. When an organization faces a scandal, a product failure, or a disaster, its reputation is at risk. Unlike marketing, which focuses on selling, PR in a crisis focuses on trust-building, transparency, and narrative control. A Public Relations Officer (PRO) acts as the bridge between the company and the media/public during these turbulent times.

Solution:

- (a) A crisis is characterized by a threat to the organization's image and stakeholder trust.
- (b) The primary goal of a PRO during this time is to mitigate damage and restore the image of the company.
- (c) Increasing sales or designing logos are functions of marketing and graphic design, not crisis PR.
- (d) Hiring employees is an HR function.
- (e) The PRO achieves reputation restoration by issuing press releases, holding press conferences, and ensuring the organization's side of the story is heard accurately.

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

Answer: (B)



Q10.

Solution**Concept:**

Radio production relies heavily on the appropriate selection of microphones based on their "Polar Pattern" or pickup area. In a studio environment, different layouts require different microphone types to capture sound clearly while minimizing unwanted noise. Understanding these patterns—Unidirectional (one direction), Bi-directional (front and back), and Omni-directional (all around)—is essential for high-quality audio recording and broadcasting.

Solution:

- (a) The scenario describes a "round-table discussion" where people are seated in a circle around the microphone.
- (b) An Omni-directional microphone is designed to pick up sound with equal gain from all sides (360 degrees).
- (c) A Unidirectional mic would only capture one speaker clearly, ignoring the others.
- (d) A Bi-directional mic would only pick up two people sitting opposite each other.
- (e) A Shotgun mic is highly directional and used for capturing sound from a distance.
- (f) Thus, for a circular group setting, the Omni-directional mic is the most efficient technical choice.

Final Answer: The function is Omni-directional.

Answer: (C)



Q11.

Solution**Concept:**

Cyber Activism, also known as digital activism or online organizing, is a transformative concept within New Media studies. It refers to the use of electronic communication technologies—such as social media, e-mail, and podcasts—for various forms of activism to enable faster communications by citizen movements and to deliver local messages to a large audience. Unlike traditional activism which relied on physical pamphlets and rallies, cyber activism leverages the viral nature of the internet to bypass traditional media gatekeepers.

Solution:

- (a) Cyber activism is fundamentally about the mobilization of people via digital networks.
- (b) It allows for the rapid dissemination of information regarding social injustices or political causes.
- (c) Platforms like X (formerly Twitter) and Facebook are most commonly used to create "hashtags" that trend globally, bringing attention to specific issues.
- (d) While terrestrial television and print newspapers are traditional media, they do not offer the two-way, real-time interactive capabilities required for "activism" in the digital sense.
- (e) Therefore, social media is the primary engine behind modern cyber activism due to its reach and interactivity.

Final Answer: The function is Social Media.

Answer: (C)



Q12.

Solution**Concept:**

The film 'Manthan' (1976), directed by Shyam Benegal, is a landmark in the history of Indian Cinema. It is uniquely celebrated not just for its artistic merit but for its innovative financing model. The film was part of the "Parallel Cinema" movement, which stood as an alternative to the mainstream commercial Bollywood films. It focused on social realism, rural development, and the power of the cooperative movement, specifically the milk revolution in Gujarat (Amul).

Solution:

- (a) 'Manthan' is famously known as India's first crowdfunded film.
- (b) It was financed by 500,000 farmers of the Gujarat Co-operative Milk Marketing Federation, who contributed ₹ 2 each.
- (c) This financial model allowed the filmmaker to remain independent of commercial studio pressures and stay true to the social message.
- (d) Other films like 'Pather Panchali' (Satyajit Ray) and 'Neecha Nagar' (Chetan Anand) were also part of the realist movement, but they did not use the collective crowdfunding method seen in 'Manthan'.
- (e) Consequently, 'Manthan' stands as the definitive answer for a crowdfunded parallel cinema classic.

Final Answer: The function is Manthan.

Answer: (B)



Q13.

Solution**Concept:**

A "Mixer" or "Mixing Console" is the heart of a radio or sound recording studio. Its primary function is "Summing," which means taking multiple audio inputs and blending them into a cohesive output signal. In a broadcast environment, a mixer must handle various sources such as the host's microphone, a guest's microphone, music tracks from a computer, and phone-in callers simultaneously. The engineer uses the mixer to balance levels, ensuring no one source is too loud or too quiet.

Solution:

- (a) The question asks for the primary purpose of a mixer in a radio studio.
- (b) Recording is usually done by a Digital Audio Workstation (DAW), while the mixer facilitates the live routing and blending of sound.
- (c) Editing visual frames is a function of video editing software (like Adobe Premiere), not an audio mixer.
- (d) While a mixer can have built-in pre-amplifiers, its main role is the "combination" of different signals into a single broadcast feed.
- (e) Thus, the correct function is to combine multiple audio signals into one output.

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

Answer: (B)



Q14.

Solution**Concept:**

The Internet Paradigm Shift describes the radical change in the power dynamic between media producers and the audience. In the traditional media era (Radio, TV, Newspapers), communication was "one-to-many" and vertical. The audience was largely a passive receiver of information. With the advent of New Media and Web 2.0, the audience became "many-to-many" participants. This gave rise to the concept of the "Prosumer"—someone who consumes and produces content at the same time.

Solution:

- (a) The shift has empowered the average person to create content through blogs, YouTube videos, and social media posts.
- (b) This has moved the audience away from being "passive receivers" who simply watched what was broadcast.
- (c) Today's audience are "active content creators" or "prosumers" who comment, share, and generate their own news.
- (d) The other options regarding income groups or national vs. local focus are secondary effects and do not define the primary paradigm shift in communication roles.
- (e) Therefore, the transition from passive receivers to active content creators is the correct conceptual answer.

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

Answer: (B)



Q15.

Solution**Concept:**

Brand building is a strategic, long-term process in advertising and marketing. Unlike "Sales Promotion," which aims for an immediate spike in revenue (like a 50% off sale), Brand Building focuses on creating a psychological and emotional identity for a product in the mind of the consumer. It involves establishing values, personality, and trust so that the consumer recognizes and prefers the brand over competitors, even without a price incentive.

Solution:

- (a) Brand building is about the "long-term" health and perception of the product.
- (b) It creates an "emotional connection" and a unique identity (like Apple's innovation or Volvo's safety).
- (c) Clearing stock is a short-term tactical move, not brand building.
- (d) Reporting news is journalism, and printing legal notices is a statutory requirement, neither of which is related to advertising a brand.
- (e) Thus, creating a long-term emotional connection and identity is the essence of brand building.

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

Answer: (B)



Q16.

Solution**Concept:**

Community Radio is a distinct third tier of broadcasting, existing alongside public service and commercial radio. It is characterized by being for the community, about the community, and by the community. Unlike commercial radio, which is driven by advertising revenue and targets broad demographics with popular entertainment, community radio is usually non-profit and focuses on specific, local, and often marginalized groups. It serves as a tool for development, education, and social change at the grassroots level by giving a voice to those who are typically ignored by mainstream media.

Solution:

- (a) The primary objective of Community Radio is social development rather than financial gain.
- (b) It encourages local participation, where members of the community create their own programs in their local dialects or languages.
- (c) It focuses on issues relevant to the local area, such as health, agriculture, local news, and community welfare, which commercial stations might find too niche or unprofitable.
- (d) Commercial radio aims for maximum profit and broad reach, whereas community radio uses low-power transmitters to cover a specific small geographic area.
- (e) Therefore, the focus on local issues and community participation is the defining characteristic of this medium.

Final Answer: The function is Focused on local issues and participation of the local community.

Answer: (B)



Q17.

Solution**Concept:**

Prasar Bharati is India's largest public broadcasting agency, established by an Act of Parliament. Before its formation, All India Radio (AIR) and Doordarshan (DD) were under the direct control of the Ministry of Information and Broadcasting. The demand for an autonomous body grew from the need to ensure that public broadcasters were free from political interference and could provide unbiased, balanced, and diverse content to the citizens of India. The Act was passed in 1990 and eventually implemented in 1997, marking a significant shift in the Indian media landscape.

Solution:

- (a) The main goal of the Prasar Bharati Act was to grant statutory autonomy to the national broadcasters.
- (b) Autonomy ensures that the broadcaster serves the public interest rather than the interests of the government in power.
- (c) The act does not aim at privatization; in fact, it reinforces the role of a public service broadcaster funded by the state but managed independently.
- (d) It also addresses the need to inform, educate, and entertain the public while upholding the unity and integrity of the country.
- (e) Thus, providing autonomy to All India Radio and Doordarshan is the core objective of this legislation.

Final Answer: The function is To provide autonomy to All India Radio and Doordarshan.

Answer: (B)



Q18.

Solution**Concept:**

The Agenda Setting Theory, first introduced by Maxwell McCombs and Donald Shaw in 1972, describes the media's ability to influence the importance placed on the topics of the public agenda. The theory suggests that the news media doesn't necessarily tell people exactly what to think (opinion control), but it is stunningly successful in telling the audience what to think about (topic selection). By choosing which stories to cover and how much prominence to give them, the media signals to the public which issues are the most significant.

Solution:

- (a) The theory distinguishes between "what to think" and "what to think about."
- (b) Gatekeepers in media organizations decide which news items enter the public domain, thereby setting the "agenda."
- (c) If a news outlet leads with a story about climate change every day, the public will eventually perceive climate change as a more urgent issue than other non-covered topics.
- (d) It does not mean media has no influence, nor does it mean it merely reflects existing opinions.
- (e) Therefore, the theory explains how media focus leads the public to perceive specific issues as important.

Final Answer: The function is Media focuses attention on specific issues, leading the public to perceive them as important.

Answer: (C)



Q19.

Solution**Concept:**

Net Neutrality is the principle that Internet Service Providers (ISPs) must treat all data on the internet the same, and not discriminate or charge differently by user, content, website, platform, application, or method of communication. In an environment with net neutrality, ISPs are prohibited from intentionally blocking, slowing down, or charging money for specific websites and online content. This ensures an open internet where small startups have the same opportunity to reach users as large corporations, preventing a "fast lane" and "slow lane" system.

Solution:

- (a) Net neutrality is essential for maintaining the internet as a democratic and open platform.
- (b) Without these rules, an ISP could slow down a competitor's streaming service to promote its own.
- (c) It prevents "zero-rating" practices where certain apps are made free to use while others consume data.
- (d) The concept is about equality of traffic, not about government prioritization or user taxes.
- (e) Consequently, the term implies that all internet traffic should be treated equally without any discrimination.

Final Answer: The function is All internet traffic should be treated equally without discrimination.

Answer: (B)



Q20.

Solution**Concept:**

The Cinematograph Act of 1952 is the primary legislation governing the exhibition and certification of films in India. Under this act, the Central Board of Film Certification (CBFC), often referred to as the Censor Board, was established. The Act empowers the board to examine films and grant them various categories of certificates (like U, UA, A, or S) based on their suitability for different age groups. It also provides the government with the power to ban or demand cuts in films if they are deemed to violate the interests of the sovereignty, integrity, or morality of the nation.

Solution:

- (a) The Act is central to the regulatory framework of the Indian film industry.
- (b) It specifies the guidelines that filmmakers must follow to have their films screened in public cinemas.
- (c) While it is often associated with "censorship," its official role is "certification" for public exhibition.
- (d) It does not involve the direct funding of films or the management of ticket prices, which are handled by other bodies or state laws.
- (e) Thus, the act primarily deals with the certification and censorship of films in the country.

Final Answer: The function is Certification and censorship of films.

Answer: (B)



Q21.

Solution**Concept:**

In the study of Media Pioneers and their contributions, it is essential to distinguish between the inventors of technology and the artists who refined the medium. The Lumiere Brothers were among the first to project moving images to a paying audience, effectively birthing the cinema experience. Guglielmo Marconi is credited with the development of the first long-distance wireless telegraphy system, which evolved into modern radio. Satyajit Ray is one of the greatest filmmakers in history, known for bringing Indian cinema to the global stage through realism. Christiane Amanpour represents the pinnacle of modern international journalism, known for her fearless reporting from conflict zones.

Solution:

- (a) (A) Lumiere Brothers: They invented the Cinematograph, a device that functioned as both a camera and a projector, unlike Edison's Kinetoscope which was for solo viewing.
- (b) (B) Satyajit Ray: His debut film, Pather Panchali (1955), is a masterpiece of the Apu Trilogy and remains one of the most significant works in world cinema.
- (c) (C) Guglielmo Marconi: He is universally recognized for his pioneering work on wireless transmission, leading to the invention of the Radio.
- (d) (D) Christiane Amanpour: She is a world-renowned chief international anchor, representing the field of International Journalism through her work with CNN and PBS.
- (e) Matching these contributions leads to the sequence: (A)-(III), (B)-(II), (C)-(I), (D)-(IV).

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

Answer: (A)



Q22.

Solution**Concept:**

Radio and audio production require a specialized signal chain to ensure that the sound remains audible and clear throughout the broadcast process. As audio signals travel from the microphone through various cables and processors, they often lose strength or "amplitude." To combat this, electronic devices known as amplifiers are used. An amplifier takes a small, weak electrical signal and uses an external power source to increase its voltage or current, thereby making the signal stronger without significantly changing its original waveform or characteristics.

Solution:

- (a) The question asks for the primary function of an amplifier in the broadcast chain.
- (b) A transducer, like a microphone, is what converts sound waves into electrical signals, not an amplifier.
- (c) Storage of audio data is the role of digital recorders or hard drives.
- (d) Editing the frequency of a voice involves equalization or modulation, which is a different technical process.
- (e) The specific role of the amplifier is to boost or "amplify" the power of the signal so it can be effectively processed and eventually transmitted over airwaves.

Final Answer: The function is Amplifier.

Answer: (B)



Q23.

Solution**Concept:**

In the context of Public Relations and Media Strategy, "Earned Media" is one of the four components of the PESO model (Paid, Earned, Shared, Owned). Earned media refers to any publicity, coverage, or mentions that an organization receives through methods other than paid advertising. It is often considered the most valuable form of media because it carries the "third-party endorsement" of a journalist or a reputable news organization. Because the organization does not pay for this coverage, the audience tends to view it as more credible, authentic, and trustworthy than a paid advertisement.

Solution:

- (a) Paid media refers to traditional advertisements where a company buys space in a newspaper or a slot on TV.
- (b) Owned media refers to content that the company produces itself, such as its official website or annual reports.
- (c) Earned media is "earned" by being newsworthy; for example, a journalist writing a review of a product or a news channel reporting on a company's charity event.
- (d) It is often the result of effective media relations and the distribution of high-quality press releases.
- (e) Therefore, publicity gained through editorial influence or word-of-mouth is the correct definition.

Final Answer: The function is Publicity gained through editorial influence or word-of-mouth.

Answer: (B)



Q24.

Solution**Concept:**

Social Media has revolutionized the concept of communication by introducing a high degree of interactivity that was previously absent in traditional media. While newspapers, radio, and television are primarily "one-to-many" broadcast models where the flow of information is unidirectional (from the editor to the audience), social media is a "many-to-many" model. This paradigm shift allows every user to be a content creator, an editor, and a distributor. This interactivity has transformed the audience from passive consumers into active participants in the global discourse.

Solution:

- (a) Traditional newspapers are limited by physical space and have a significant time lag between the event and the report.
- (b) Social media platforms allow for real-time updates and instant feedback through comments, likes, and shares.
- (c) User-generated content (UGC) is the backbone of social media, whereas newspapers rely on professional journalists and editorial boards.
- (d) Traditional media has a high cost of entry (printing presses, licenses), while social media has a very low barrier to entry for content creation.
- (e) Thus, interactivity and user-generated content are the standout features that distinguish social media from traditional print media.

Final Answer: The function is Interactivity and user-generated content.

Answer: (C)



Q25.

Solution**Concept:**

The Right to Information (RTI) Act of 2005 is a landmark piece of legislation in India that empowers citizens to request information from any "public authority." For journalists, the RTI Act is an indispensable investigative tool. It allows them to move beyond official press releases and government handouts to uncover the actual data, decision-making processes, and financial expenditures of government bodies. This promotes transparency and accountability in governance, which are essential pillars of a functioning democracy and vital for investigative journalism.

Solution:

- (a) The RTI Act provides a legal framework for accessing records and documents held by the government and its departments.
- (b) It is significant for journalists because it gives them a legitimate right to evidence that might otherwise be hidden from the public eye.
- (c) It does not grant immunity from defamation laws, nor does it provide free technical services like internet access.
- (d) Private corporations are generally outside the direct purview of the RTI, which focuses on public or government-funded entities.
- (e) Consequently, the act is significant because it allows media professionals to access information held by public authorities to ensure governmental transparency.

Final Answer: The function is Allows them to access information held by public authorities.

Answer: (B)



Q26.

Solution**Concept:**

Television news production relies on a variety of visual elements to tell a compelling story and keep the audience engaged. While the "A-roll" refers to the primary audio and video of a subject, typically a reporter speaking or an interview subject, "B-roll" refers to the supplemental or alternative footage intercut with the A-roll. B-roll serves to provide visual context, break the monotony of a "talking head," and mask edits in the primary footage. It is essential for creating a professional news package that explains the story through images rather than just words.

Solution:

- (a) B-roll is the secondary footage that plays while the audience hears the reporter's voice-over or the interview subject speaking.
- (b) If a reporter is talking about a new city park, the A-roll is the reporter speaking, while the B-roll would be shots of children playing in that park or the green landscape.
- (c) It is crucial in post-production for hiding "jump cuts," which occur when a portion of an interview is removed, making the subject's head appear to jump.
- (d) It is not a blooper reel or the script itself; rather, it is the visual evidence that supports the narrative being told.
- (e) Therefore, the secondary footage used to cover voice-overs is the technically correct definition of B-roll.

Final Answer: The function is The secondary footage used to cover voice-overs.

Answer: (A)



Q27.

Solution**Concept:**

The Lavalier microphone, often referred to as a "lapel mic" or "lav," is a small, discreet microphone used extensively in television, theater, and public speaking. Because it is designed to be clipped onto the speaker's clothing (such as a tie, collar, or blouse), it allows for hands-free operation. This is particularly important in a TV studio setting where a news anchor or guest needs to remain comfortable and look natural while speaking, without having to hold a bulky handheld microphone or sit behind a fixed stand microphone.

Solution:

- (a) The Lavalier microphone is prized for its small size and portability within a studio environment.
- (b) It provides a consistent sound level because the distance between the microphone and the speaker's mouth remains constant even if they move their head.
- (c) While they can be wireless, the term "Lavalier" specifically refers to the form factor of being a small clip-on device, not the transmission method.
- (d) It is not designed for high-fidelity music recording like a large-diaphragm condenser mic, nor is it meant for long-distance capture like a shotgun mic.
- (e) Consequently, being small and able to be clipped onto clothing is its defining feature.

Final Answer: The function is Small and can be clipped onto the speaker's clothing.

Answer: (B)



Q28.

Solution**Concept:**

Copywriting is a specialized form of writing used in advertising and marketing to persuade an audience to take a specific action. This action could be buying a product, subscribing to a service, or developing a positive perception of a brand. Unlike news writing, which aims to inform objectively, copywriting is inherently subjective and persuasive. A copywriter must understand the target audience's psychology, needs, and pain points to craft headlines, slogans, and body text that resonate emotionally and logically with the consumer.

Solution:

- (a) The primary goal of copywriting is to drive engagement and conversion through the power of words.
- (b) It involves creating content for various platforms, including print ads, social media, websites, and television commercial scripts.
- (c) Copywriters work closely with art directors to ensure that the visual and textual elements of an advertisement are aligned.
- (d) It does not involve financial accounting or the physical distribution of media, which are administrative and logistical roles.
- (e) Therefore, writing persuasive text to promote a product or service is the specific definition of copywriting.

Final Answer: The function is Writing persuasive text to promote a product or service.

Answer: (B)



Q29.

Solution**Concept:**

In the modern information ecosystem, it is vital to distinguish between different types of false information. Disinformation is a subset of "Fake News" that is characterized by the intent to harm or deceive. While misinformation might be the accidental spread of a mistake, disinformation is a deliberate act of communication designed to mislead public opinion, create social friction, or achieve political or financial goals. Understanding this distinction is crucial for media literacy and for journalists who must verify sources to prevent the spread of harmful narratives.

Solution:

- (a) Disinformation is a deliberate and strategic spread of falsehoods.
- (b) It often involves sophisticated techniques like deepfakes, bot accounts on social media, or fabricated documents.
- (c) Misinformation refers to false information shared without the intent to deceive (e.g., someone sharing an old news story thinking it is current).
- (d) Satire uses humor or exaggeration for social commentary and is not intended to be taken as literal truth, thus it lacks the deceptive intent of disinformation.
- (e) Therefore, the deliberate spread of false information with the intent to deceive is the exact definition of disinformation.

Final Answer: The function is Disinformation.

Answer: (B)



Q30.

Solution**Concept:**

Neo-Realism is a major movement in film history that emerged in Italy following World War II. It was a reaction against the artificiality of studio-made films and the "white telephone" movies of the era. Neo-realist filmmakers sought to depict the harsh realities of everyday life, focusing on the struggles of the working class, poverty, and the aftermath of war. To achieve a sense of "truth," they moved the camera out of the studios and into the streets, often using non-professional actors to bring an authentic, unpolished quality to the performances.

Solution:

- (a) Neo-realism is characterized by its focus on social issues and the lives of ordinary people.
- (b) The use of on-location shooting and non-actors are the two primary technical hallmarks of this movement.
- (c) Famous examples include Vittorio De Sica's "Bicycle Thieves" and Roberto Rossellini's "Rome, Open City."
- (d) Expressionism and Surrealism are more focused on the subconscious and stylized visuals, while Film Noir is characterized by crime narratives and high-contrast lighting.
- (e) Thus, a movement defined by location filming, non-professional actors, and social issues is Neo-Realism.

Final Answer: The function is Neo-Realism.

Answer: (C)



Q31.

Solution**Concept:**

The broadcast chain is a complex sequence of electronic components that ensure a signal travels from the studio microphone to the listener's receiver. Within this chain, the amplifier serves as a critical active component. Its primary role is to manipulate the power level of the electrical signal. As audio signals pass through long cables or complex circuitry, they naturally lose strength due to resistance. Amplification is the process of using an external power source to boost the amplitude of these weak signals, ensuring they have sufficient energy for the next stage of processing or for long distance transmission over radio waves.

Solution:

- (a) An amplifier does not create the sound or convert it from air pressure to electricity; that is the job of the transducer or microphone.
- (b) Its specific technical function is to take an input signal and produce an output signal that is significantly higher in power while maintaining the same information and waveform.
- (c) In a radio station, pre-amplifiers are used near microphones to boost very low level signals, while power amplifiers are used at the transmitter site to prepare the signal for the antenna.
- (d) Editing the content or storing data are functions handled by computers or recording devices, not by the power circuitry of an amplifier.
- (e) Therefore, increasing the power of the signal for transmission is the essential role of the amplifier in this specific context.

Final Answer: The function is To increase the power of the signal for transmission.

Answer: (B)



Q32.

Solution**Concept:**

As social media platforms have become the dominant space for public discourse, new behaviors and terms have emerged to describe digital interactions. Trolling is a derogatory term used to describe a specific type of anti-social behavior in online communities. It involves the deliberate act of posting inflammatory, irrelevant, or offensive comments with the primary intent of provoking an emotional response or disrupting a normal discussion. Unlike constructive criticism or healthy debate, trolling is characterized by its malicious intent and its focus on causing distress to individuals or the community at large.

Solution:

- (a) Trolling is often associated with the anonymity provided by the internet, allowing individuals to act without immediate social consequences.
- (b) The goal of a troll is usually to "bait" others into an angry reaction, which then derails the original topic of conversation.
- (c) Constructive feedback is a positive interaction intended to help a creator improve, which is the opposite of the intent behind trolling.
- (d) Ethical brand promotion and charity organization are professional and pro-social activities that do not involve the deceptive or provocative nature of trolling.
- (e) Thus, the act of deliberately posting provocative content to upset others is the defining characteristic of this digital phenomenon.

Final Answer: The function is Deliberately posting provocative or offensive content to upset others.

Answer: (B)



Q33.

Solution**Concept:**

The "Democratic Role" of media refers to its function as a facilitator of the public sphere and a watchdog for the people. In the era of traditional media, this role was largely played by professional journalists. However, social media has decentralized this power, allowing every citizen with an internet connection to participate in the democratic process. This role includes providing a platform for diverse viewpoints, enabling mobilization for social causes, and allowing for the real-time scrutiny of government actions and corporate behavior, which are vital for a healthy and transparent democracy.

Solution:

- (a) Social media serves a democratic purpose by breaking the monopoly of elite gatekeepers over information.
- (b) It empowers common citizens to share their lived experiences and opinions, which can then reach a global audience.
- (c) By allowing for transparency, it holds public authorities accountable because evidence of corruption or negligence can go viral instantly.
- (d) Restricting public opinion or charging users for every post would be anti-democratic as it creates barriers to free speech.
- (e) Consequently, the democratic role of social media is best defined as empowering citizens to voice opinions and hold authorities accountable.

Final Answer: The function is Empowering citizens to voice opinions and hold authorities accountable.

Answer: (C)



Q34.

Solution**Concept:**

New Media is characterized by its speed and the "Internet Paradigm Shift," which has significantly reduced the time between an event occurring and the public reacting to it. "Rapidity of Opinion" refers to the near-instantaneous nature of public discourse in the digital age. Unlike the traditional era, where an opinion might take days to be formulated and published in a "Letter to the Editor" section of a newspaper, the current ecosystem allows for immediate feedback through comments, tweets, and viral shares. This has made the public discourse much more dynamic, albeit sometimes more volatile.

Solution:

- (a) Rapidity of opinion is a result of the 24/7 news cycle and the ubiquitous nature of smartphones.
- (b) It allows for "citizen journalism," where people at the scene of an event can share their views and footage immediately.
- (c) This speed forces organizations and governments to react much faster than they did in the past, as a narrative can be set by the public within minutes.
- (d) The slow processes associated with traditional print journalism or legal filings are the opposite of this digital speed.
- (e) Therefore, the term signifies the instant generation and spread of public feedback that is unique to the digital media landscape.

Final Answer: The function is The instant generation and spread of public feedback on digital news.

Answer: (B)



Q35.

Solution**Concept:**

Editing is the stage in television and film production where the narrative is constructed from raw footage. Historically, this was a "linear" process using magnetic tape or film, where editors had to work in a specific sequence from beginning to end. "Non-linear Editing" (NLE) revolutionized this by using digital technology. In NLE, video and audio data are stored on hard drives, allowing the editor to access any frame or sequence instantly, regardless of its position in the timeline. This flexibility allows for much more creative experimentation and faster production times.

Solution:

- (a) Non-linear editing is performed using software such as Adobe Premiere Pro, Final Cut Pro, or Avid Media Composer.
- (b) The term "non-linear" means that the editor does not need to follow a chronological line; they can jump to the end of the movie and then back to the beginning effortlessly.
- (c) Physical splicing of film is a linear, destructive process because once the film is cut, it is difficult to revert.
- (d) Recording onto magnetic tape is a linear process because you must fast-forward or rewind the tape to find a specific spot.
- (e) Thus, using computer software to access and edit any part of a video at any time is the correct technical description of non-linear editing.

Final Answer: The function is Using computer software to access and edit any part of a video at any time.

Answer: (C)



Q36.

Solution**Concept:**

In the realm of Public Relations, a Press Release is the most fundamental tool used for Media Relations. It is a formal, written communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Unlike an advertisement, which is a paid message where the company has total control over the content and placement, a press release is an attempt to gain "earned media." The goal is to provide journalists with enough information, quotes, and context so that they can develop their own news stories, thereby giving the organization's message the added credibility of a third party news outlet.

Solution:

- (a) A press release follows a specific journalistic format, often including a headline, a dateline, an introduction answering the 5Ws and 1H, and a boilerplate about the organization.
- (b) Its primary function is to provide an official statement to the media regarding events such as product launches, management changes, or crisis responses.
- (c) While it may lead to increased sales, its direct purpose is not "selling" but rather "informing" and "persuading" the media that the story is worth covering.
- (d) Internal memos and staff communications are handled through internal PR or HR channels, not through public press releases.
- (e) Therefore, providing an official statement or news to the media for coverage is the definitive purpose of this document.

Final Answer: The function is Provide an official statement or news to the media for coverage.

Answer: (B)



Q37.

Solution**Concept:**

In professional audio and film production, microphones are categorized by their "polar patterns," which describe their sensitivity to sound coming from different directions. A Shotgun microphone is a highly directional microphone named for its long, tube-like shape, which resembles the barrel of a shotgun. It uses an "interference tube" to cancel out sound arriving from the sides while focusing intensely on sound coming from directly in front of it. This makes it the industry standard for capturing dialogue on film sets or during outdoor broadcasts where the microphone must stay out of the camera's frame while still picking up clear audio from a distance.

Solution:

- (a) The shotgun mic's narrow pickup pattern allows it to "reach" further than standard microphones by ignoring ambient noise.
- (b) Lavalier mics are excellent for close-up speech but cannot capture sound from a distance.
- (c) Ribbon mics are very sensitive and usually used in controlled studio environments for music, rather than on-location film sets.
- (d) Shotgun mics are typically mounted on "boom poles" held by an operator just above the actors' heads to ensure high-quality audio without visual interference.
- (e) Consequently, the shotgun mic is the specific tool designed for long-distance sound pickup in field production.

Final Answer: The function is Shotgun Mic.

Answer: (C)



Q38.

Solution**Concept:**

Media Laws in India are rooted in the Constitution, particularly Article 19(1)(a), which guarantees the "Freedom of Speech and Expression." However, this right is not absolute and is subject to "reasonable restrictions" under Article 19(2). The intent of media law is to maintain an equilibrium where the press can function as a watchdog without infringing upon the rights of others or the security of the state. This legal framework covers areas like defamation, contempt of court, copyright, and national security, ensuring that media professionals act with a sense of social responsibility while exercising their democratic freedoms.

Solution:

- (a) Media laws provide a code of conduct that prevents the misuse of the powerful platform of mass communication.
- (b) They protect individuals from character assassination (defamation) and protect creators from the theft of their work (copyright).
- (c) While some view laws as restrictive, their democratic purpose is to prevent the spread of hate speech or information that could incite violence.
- (d) They are not designed to suppress all criticism, as criticism is a healthy part of democracy, nor are they intended to create monopolies.
- (e) Thus, the primary intention is to balance the right to freedom of speech with necessary social responsibility.

Final Answer: The function is Balance the right to freedom of speech with social responsibility.

Answer: (B)



Q39.

Solution**Concept:**

Film Noir is a cinematic term (French for "black film") used to describe a specific style of Hollywood crime dramas that flourished during the 1940s and 1950s. It is characterized by its visual style, which uses low-key lighting to create deep shadows (chiaroscuro), and its thematic focus on moral ambiguity, cynicism, and fatalism. The protagonists are often hard-boiled detectives or anti-heroes caught in a web of crime and betrayal, frequently involving a "femme fatale." The movement was heavily influenced by German Expressionism and reflected the post-war anxieties of the American public.

Solution:

- (a) Film Noir is distinguished by its dark, moody atmosphere and "noir" (black) visual aesthetic.
- (b) Narratives in this genre often involve complex plots, voice-over narrations, and a sense of impending doom or "cynicism."
- (c) Musicals focus on song and dance, while slapstick comedy relies on physical humor, neither of which matches the dark tone described.
- (d) Educational cinema is designed to instruct and does not follow the crime-centric, stylized conventions of noir.
- (e) Therefore, a genre characterized by a dark, cynical tone and crime stories is unquestionably Film Noir.

Final Answer: The function is Film Noir.

Answer: (B)



Q40.

Solution**Concept:**

The term "Prosumer" is a portmanteau of the words "Producer" and "Consumer." It was popularized by futurist Alvin Toffler and has become a central theme in New Media studies. In the traditional media landscape, there was a clear separation: organizations produced content, and the public consumed it. However, the rise of digital tools—smartphones, high-speed internet, and social media platforms—has blurred this line. Today, the same person who watches a video on YouTube (consumer) can also record, edit, and upload their own video (producer) to the same platform.

Solution:

- (a) The prosumer phenomenon is a direct result of media convergence and the democratic nature of the internet.
- (b) It represents a shift from "passive consumption" to "active participation."
- (c) A blogger who reads other news sites while writing their own reports is a classic example of a prosumer.
- (d) The term does not refer to the price of the equipment or the professional status of the person, but rather the dual role they play in the information ecosystem.
- (e) Hence, an individual who both consumes and produces media content is the correct definition of a prosumer.

Final Answer: The function is An individual who both consumes and produces media content.

Answer: (B)



Q41.

Solution**Concept:**

The evolution of the internet is generally categorized into generational shifts, with Web 2.0 representing a major turning point in how humans interact with technology. While Web 1.0 was a "read-only" era where users could only consume static information provided by webmasters, Web 2.0 introduced the "read-write" web. This era is defined by the democratization of content creation, where platforms like YouTube, Facebook, and various blogging sites allowed the average user to upload their own media. This shift transformed the audience from passive observers into active participants, fundamentally changing the social and political landscape of the world.

Solution:

- (a) According to the passage, the defining characteristic of Web 2.0 is the transition from a static repository to a dynamic platform.
- (b) In this dynamic environment, users are no longer just "passive viewers" who absorb information provided by others.
- (c) Instead, they have become "active participants," which means they generate content, share opinions, and interact with other users in real-time.
- (d) The passage notes that this interactivity is what distinguishes modern social media platforms from the early days of the internet.
- (e) Therefore, turning users into active participants and content creators is the hallmark of the Web 2.0 era as described in the text.

Final Answer: The function is It turned users into active participants and content creators.

Answer: (B)



Q42.

Solution**Concept:**

Cyber Activism is a modern phenomenon where digital tools and internet-based platforms are utilized to promote social, political, or environmental change. It is a direct product of the Web 2.0 revolution mentioned in the passage. Because the internet allows for the "Rapidness of Opinion" and instant communication, activists can bypass traditional media censorship or gatekeeping. This form of activism is characterized by its ability to coordinate mass movements across vast geographic distances at virtually no cost, using hashtags, viral videos, and online petitions to put pressure on institutions or raise global awareness.

Solution:

- (a) The passage explicitly links the shift toward active user participation with the rise of "Cyber Activism."
- (b) It describes this activism as a means for "social movements to organize rapidly," highlighting the speed and efficiency of digital organizing.
- (c) This does not involve recreational activities like gaming or malicious activities like hacking or spreading viruses.
- (d) Instead, it focuses on the "pro-social" or "political" use of technology to influence public policy or social norms.
- (e) Thus, using digital platforms to organize and promote social or political movements is the accurate interpretation of the term.

Final Answer: The function is Using digital platforms to organize and promote social or political movements.

Answer: (B)



Q43.

Solution**Concept:**

An "Echo Chamber" is a metaphorical description of a situation in which beliefs are amplified or reinforced by communication and repetition inside a closed system. On social media, this is often caused by algorithms that show users content similar to what they have already liked or engaged with. While this keeps users on the platform longer, it creates a psychological environment where they are rarely exposed to opposing viewpoints. This leads to increased polarization, as the individual begins to believe that their specific worldview is the only one that exists or is valid, further entrenching them in their original biases.

Solution:

- (a) The passage identifies the "Echo Chamber" effect as one of the primary challenges or negative outcomes of the new media landscape.
- (b) It states that in these chambers, users are "only exposed to information that reinforces their existing beliefs."
- (c) This limited exposure prevents the "better understanding of diverse viewpoints," which is necessary for healthy democratic debate.
- (d) It is a psychological and sociological effect rather than a technical failure like a breakdown of connectivity or a change in subscription costs.
- (e) Therefore, the reinforcement of existing beliefs due to limited exposure to different ideas is the direct consequence described.

Final Answer: The function is Reinforcement of existing beliefs due to limited exposure to different ideas.

Answer: (B)



Q44.

Solution**Concept:**

The passage mentions several platforms to illustrate the rise of Web 2.0. To answer this correctly, one must distinguish between traditional media entities (legacy media) and modern social media platforms. Legacy media like Doordarshan (television), All India Radio (radio), and The Times of India (print) were originally one-way communication channels. While they now have digital presences, they are fundamentally different in origin from platforms built entirely on the principle of user-generated content and social networking. Identifying these examples is crucial for understanding the practical application of the Web 2.0 theory.

Solution:

- (a) The passage explicitly lists "Facebook, Twitter (now X), and YouTube" as prime examples of social media platforms under the Web 2.0 category.
- (b) These platforms are characterized by user uploads and peer-to-peer interaction rather than a top-down editorial structure.
- (c) YouTube, in particular, is a global video-sharing platform where the majority of content is produced by the users themselves.
- (d) Traditional broadcasters like Doordarshan or print newspapers like The Times of India do not fit the passage's primary definition of a Web 2.0 platform.
- (e) Consequently, YouTube is the correct choice based on the specific examples provided in the text.

Final Answer: The function is YouTube.

Answer: (B)



Q45.

Solution**Concept:**

The transition from "static" to "dynamic" platforms is not merely a change in the aesthetic of the web; it is a fundamental shift in the nature of human communication. In a static environment, information was a commodity to be retrieved. In a dynamic environment, information is a social experience. This shift has redefined the "Social Media" landscape, changing how people build relationships, how they receive news, and how they perceive their own role in society. The ability to react, comment, and share in real-time means that social interaction on the internet is now continuous, global, and highly influential.

Solution:

- (a) The passage emphasizes that the evolution from static repositories to dynamic platforms has "transformed the internet."
- (b) The specific area of transformation mentioned is the move from simple information retrieval to a "dynamic platform for social interaction."
- (c) This shift impacts the "nature" of how we interact with others, how we form movements, and how we consume opinions.
- (d) While computer hardware and printing speeds might change over time, they are technical or industrial factors rather than the communicative factor discussed in the text.
- (e) Thus, the nature of social interaction on the internet is the primary area impacted by this transition.

Final Answer: The function is The nature of social interaction on the internet.

Answer: (B)



Q46.

Solution**Concept:**

The fundamental distinction between Advertising and Public Relations (PR) lies in the nature of the media used and the level of control over the message. Advertising is a "paid" medium where an organization buys space or time (on TV, billboards, or websites) to broadcast a specific, controlled message. In contrast, PR is often described as "earned" or "owned" media. It relies on building relationships and persuading third parties, such as journalists or influencers, to share the organization's story because it is perceived as newsworthy, credible, or important. This makes PR less about direct control and more about influence and reputation management.

Solution:

- (a) The passage explicitly highlights that advertising "uses paid media to control the message."
- (b) Conversely, it states that Public Relations "relies heavily on Earned Media and persuasion."
- (c) This means that while an advertiser can guarantee when and where their ad will appear, a PR professional must convince an editor that their story is worth publishing.
- (d) Because PR appears as editorial content rather than a paid slot, it often carries higher credibility with the audience.
- (e) Therefore, the primary difference mentioned in the text is that advertising uses paid media while PR relies on earned media.

Final Answer: The function is Advertising uses paid media while PR relies on earned media.

Answer: (B)



Q47.

Solution**Concept:**

In the information ecosystem, "Earned Media" is any material written about you or your business that you haven't paid for or created yourself. It is essentially the digital or print version of "word-of-mouth." In the context of the passage, it represents the success of PR efforts. When a journalist finds a press release compelling and decides to write a feature story about it, that resulting article is earned media. It is highly valued because it acts as a "third-party endorsement," providing a level of social proof and legitimacy that paid advertisements often lack.

Solution:

- (a) The passage contrasts "bought" media (advertising) with the "earned" nature of PR.
- (b) Earned media is the result of effective persuasion and having a story that possesses genuine news value.
- (c) It is not "purchased" through direct payment, which would make it an advertisement.
- (d) It is not "owned" media, which would be content on the company's own social media or website.
- (e) Thus, publicity gained through editorial influence or the inherent newsworthiness of a topic is the correct definition of earned media as per the text.

Final Answer: The function is Publicity gained through editorial influence or newsworthiness.

Answer: (B)



Q48.

Solution**Concept:**

Crisis Management is a sub-specialty of Public Relations that deals with protecting and defending an individual, company, or organization facing a public challenge to its reputation. During a crisis, the speed and accuracy of information are critical. If an organization remains silent, the "information vacuum" is often filled by rumors, speculation, or misinformation. A PR professional must act as the primary liaison between the organization and the public, ensuring that the facts are presented clearly to mitigate damage and maintain the long-term trust of stakeholders.

Solution:

- (a) The passage states that during a crisis, the primary job is to "manage the flow of information."
- (b) The ultimate goal of this information management is "to protect the organization's reputation."
- (c) Stopping all communication (silence) is usually considered a failure in PR, as it allows others to control the narrative.
- (d) Increasing product prices or hiring influencers for entertainment are irrelevant to the core task of reputation defense in a high-stakes scenario.
- (e) Therefore, the main goal is clearly defined as protecting and managing the organization's reputation through strategic communication.

Final Answer: The function is To protect and manage the organization's reputation.

Answer: (B)



Q49.

Solution**Concept:**

Media Relations is the practice of building mutually beneficial relationships with journalists, editors, and media outlets. In a crisis or a high-stakes event, these relationships become an organization's most valuable asset. If a PR professional has already established a reputation for being honest and helpful, journalists are more likely to seek them out for an official comment rather than relying on unverified sources. This "reliable platform" ensures that the organization's perspective is included in the news cycle, allowing for a balanced representation of the facts.

Solution:

- (a) The passage emphasizes the need for an organization to have a "reliable platform to provide its side of the story."
- (b) Media relations are the mechanism through which this platform is maintained.
- (c) Without these established channels, the text warns that an organization's message might be "drowned out by rumors."
- (d) The goal is not to prevent journalism (censorship) or to sell ads, but to ensure accuracy and fairness in the reporting of the event.
- (e) Thus, media relations are important so that the organization can ensure its side of the story is presented accurately to the public.

Final Answer: The function is To ensure the organization can present its side of the story accurately.

Answer: (A)



Q50.

Solution**Concept:**

The description of Public Relations as a "discipline of persuasion" highlights its reliance on soft power and logic rather than financial transaction. Unlike an advertiser who "commands" space through payment, a PR professional must "convince" an editor that a story is important enough to be shared for free. This requires a deep understanding of what constitutes news, the ability to craft compelling narratives, and the persistence to pitch these ideas to busy media professionals. It is the art of making an organization's objectives align with the interests of the public and the media.

Solution:

- (a) Persuasion in PR is the process of presenting facts and narratives in a way that others find them newsworthy.
- (b) It involves convincing journalists that the organization's update is of interest to their specific audience.
- (c) It is the opposite of "force" or "legal threats," as it relies on the voluntary decision of an editor to cover the story.
- (d) Buying loyalty or forcing beliefs are unethical practices that fall outside the professional and strategic definition of PR persuasion.
- (e) Consequently, the term means convincing journalists and the public that an organization's message is inherently important and newsworthy.

Final Answer: The function is Convincing journalists and the public that an organization's message is newsworthy.

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	B	18	C	19	B	20	B
21	A	22	B	23	B	24	C	25	B
26	A	27	B	28	B	29	B	30	C
31	B	32	B	33	C	34	B	35	C
36	B	37	C	38	B	39	B	40	B
41	B	42	B	43	B	44	B	45	B
46	B	47	B	48	B	49	A	50	B

