

## CUET-UG Mass Media & Communication Sample Paper - 7

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.** According to the Shannon-Weaver model of communication, the physical interference that prevents the message from reaching the receiver accurately is known as:

- (A) Entropy
- (B) Redundancy
- (C) Noise
- (D) Feedback

**Q2.** The use of communication to foster social equality and improve the living standards of a community is termed as:

- (A) Developmental Communication
- (B) Corporate Communication
- (C) Vertical Communication
- (D) Intrapersonal Communication

**Q3.** Identify the correct chronological order of the following milestones in Indian Broadcasting:

- I. Commencement of Vividh Bharati Service
- II. Introduction of Color Television in India
- III. Launch of SITE (Satellite Instructional Television Experiment)
- IV. Radio broadcasting begins via private clubs in Bombay and Calcutta



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

**Q4.** Which of the following is NOT a characteristic of 'Mass Communication'?

- (A) Presence of a gatekeeper
- (B) Delayed feedback
- (C) Heterogeneous audience
- (D) Private and personal transmission

**Q5.** In the context of communication models, 'Decoding' is a process primarily performed by the:

- (A) Channel
- (B) Receiver
- (C) Transmitter
- (D) Source

**Q6.** The 'Inverted Pyramid' style of news writing prioritizes information in which order?

- (A) Chronological sequence of events
- (B) Most important facts first, followed by supporting details
- (C) Climax at the end of the story
- (D) Equal weightage to all paragraphs

**Q7.** Which legal provision in India deals with the publication of a false statement that harms the reputation of a person?

- (A) Contempt of Court
- (B) Defamation



- (C) Official Secrets Act
- (D) Copyright Act

**Q8.** The 5Ws and 1H are the fundamental pillars of news gathering. What does the 'H' stand for?

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

**Q9.** A journalist who accepts money or gifts to write a favorable story for a specific party is violating which ethical principle?

- (A) Objectivity
- (B) Sensationalism
- (C) Yellow Journalism
- (D) Integrity

**Q10.** Match List-I with List-II:

List-I	Term	List-II	Meaning
I.	Lead	A.	Identifying the source of information
II.	Byline	B.	The opening paragraph of a news story
III.	Dateline	C.	Name of the reporter writing the story
IV.	Attribution	D.	Location and date of the news event

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



- Q11.** An advertisement that is subtly integrated into a movie or TV show, where the audience is often unaware they are being marketed to, is called:
- (A) Surrogate Advertising
  - (B) Covert Advertising
  - (C) Outdoor Advertising
  - (D) Social Service Announcement
- Q12.** In Public Relations, the primary role of a Public Relations Officer (PRO) during a corporate scandal is:
- (A) Increasing sales revenue
  - (B) Crisis Management and image restoration
  - (C) Designing the product logo
  - (D) Hiring new employees
- Q13.** Which of the following is a primary tool for a PRO to communicate official news to the media?
- (A) Press Release
  - (B) Memo
  - (C) Classified Ad
  - (D) Jingle
- Q14.** A 'Brand' is best defined as:
- (A) Only the name of the company
  - (B) The physical packaging of a product
  - (C) A psychological relationship and set of perceptions in the consumer's mind
  - (D) The price tag attached to a product
- Q15.** Identify the correct sequence in an Advertising Campaign:  
I. Media Planning



II. Market Research

III. Creative Brief

IV. Evaluation

(A) II, III, I, IV

(B) I, II, III, IV

(C) III, II, I, IV

(D) II, I, III, IV

**Q16.** A non-commercial advertisement aimed at spreading awareness about pulse polio or road safety is categorized as:

(A) Institutional Ad

(B) Public Service Announcement (PSA)

(C) Retail Ad

(D) Industrial Ad

**Q17.** The stage of TV production where the script is finalized, locations are scouted, and the budget is allocated is:

(A) Post-production

(B) Production

(C) Pre-production

(D) Distribution

**Q18.** In a multi-camera setup, the person responsible for switching between different camera angles in real-time is the:

(A) Floor Manager

(B) Vision Mixer / Director

(C) Gaffer

(D) Boom Operator

**Q19.** What is 'Chroma Keying' primarily used for in television?



- (A) To adjust the audio levels
- (B) To replace a specific color (usually green or blue) with a different background
- (C) To edit the sequence of shots
- (D) To record the script

**Q20.** A 'Storyboard' in TV production is:

- (A) A list of all actors involved
- (B) A visual representation of the shots planned for the production
- (C) The final edited version of the program
- (D) The financial statement of the project

**Q21.** Which TV format is characterized by unrehearsed, real-life situations involving ordinary people rather than professional actors?

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

**Q22.** While writing for Radio, the most important rule for a scriptwriter is:

- (A) Use complex vocabulary to impress listeners
- (B) Write for the 'eye' using descriptive metaphors
- (C) Write for the 'ear' using simple, conversational language
- (D) Include long pauses to build tension

**Q23.** Which type of microphone is designed to pick up sound from all directions (360°)?

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



(D) Shotgun Mic

**Q24.** In a radio studio, the device used to blend multiple audio signals, adjust volume levels, and route audio is called a:

- (A) Transducer
- (B) Audio Mixer / Console
- (C) Amplifier
- (D) Equalizer

**Q25.** A 'Radio Feature' differs from a 'Radio News' piece because:

- (A) It is shorter in length
- (B) It focuses on creative storytelling and in-depth exploration of a topic
- (C) It does not use sound effects
- (D) It is always broadcast live

**Q26.** Who is known as the 'Father of Indian Cinema' for directing the first indigenous feature film 'Raja Harishchandra'?

- (A) Satyajit Ray
- (B) Dadasaheb Phalke
- (C) V. Shantaram
- (D) Raj Kapoor

**Q27.** The 1976 film 'Manthan', directed by Shyam Benegal, is a landmark in Parallel Cinema because it was:

- (A) The first Indian color film
- (B) Crowdfunded by 500,000 farmers of Gujarat
- (C) A silent film
- (D) Directed by a foreign filmmaker



- Q28.** The Lumiere Brothers are credited with the first public screening of motion pictures. In which year did this event take place?
- (A) 1913
  - (B) 1895
  - (C) 1901
  - (D) 1888
- Q29.** Which film genre is characterized by dark themes, cynical heroes, and high-contrast 'chiaroscuro' lighting?
- (A) Slapstick Comedy
  - (B) Film Noir
  - (C) Musical
  - (D) Western
- Q30.** The use of digital tools and social media platforms to organize and promote political or social causes is known as:
- (A) Cyber Activism
  - (B) Trolling
  - (C) Phishing
  - (D) Data Mining
- Q31.** 'Netiquettes' refer to:
- (A) The technical hardware of the internet
  - (B) The set of social conventions and polite behavior for online communication
  - (C) The laws governing internet speeds
  - (D) The process of creating a website
- Q32.** Which term describes an individual who deliberately starts arguments or upsets people on social media by posting inflammatory messages?



- (A) Influencer
- (B) Moderator
- (C) Troll
- (D) Blogger

**Q33.** How does Social Media contribute to the 'Democratic Role' of media?

- (A) By allowing only government-approved content
- (B) By providing a platform for citizen journalism and diverse opinions
- (C) By restricting access to information
- (D) By prioritizing paid advertisements over news

**Q34.** In the context of Social Media, 'User-Generated Content' (UGC) means:

- (A) Content created by media corporations for users
- (B) Content created and published by the audience/users themselves
- (C) Advertisements generated by AI
- (D) Official government notifications

**Q35.** The phenomenon where traditional media (print, radio, TV) merge into digital platforms is called:

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

**Q36.** The 'Internet Paradigm Shift' in news consumption has resulted in:

- (A) Increased time gap between event and report
- (B) 'Rapidity of Opinion' and real-time updates
- (C) A decrease in the number of news sources
- (D) Total disappearance of printed newspapers



- Q37.** Which of the following is a key feature of 'New Media'?
- (A) Linearity
  - (B) Interactivity
  - (C) One-way communication
  - (D) Fixed broadcasting schedules
- Q38.** The term 'Digital Divide' refers to:
- (A) The difference between hardware and software
  - (B) The gap between those who have access to modern ICT and those who do not
  - (C) The time difference between two time zones on the internet
  - (D) The cost of internet subscription
- Q39.** Web 2.0 is primarily characterized by:
- (A) Static web pages with read-only content
  - (B) Collaborative, social, and user-centric platforms
  - (C) The invention of the first computer
  - (D) The use of dial-up connections
- Q40.** The concept of 'The Global Village' was popularized by:
- (A) Wilbur Schramm
  - (B) Marshall McLuhan
  - (C) Harold Lasswell
  - (D) Denis McQuail



**Passage I**

**Read the passage below carefully. The questions that follow (Questions 41 to 45) are based on the information provided in this text. Choose the one best answer for each question.**

“The advent of digital technology has fundamentally altered the landscape of journalism. Traditional gatekeeping roles are being challenged as citizen journalists utilize smartphones to broadcast live from the heart of events. This ‘democratization of information’ ensures that the monopoly of large media houses is broken. However, this shift comes with a significant caveat: the proliferation of ‘Fake News’. Without the rigorous fact-checking standards of traditional newsrooms, misinformation can spread at an alarming rate across social platforms. The speed of digital media often prioritizes being ‘first’ over being ‘accurate’. Journalists today must navigate a hybrid world where they use social media for lead generation but must rely on old-school verification to maintain credibility. The challenge for the future lies in balancing the rapidity of new media with the ethical rigor of traditional journalism.”

- Q41.** What does the ‘democratization of information’ refer to in this passage?
- (A) Information only being available to democratic governments
  - (B) Breaking the monopoly of large media houses by allowing citizens to share news
  - (C) Making all information on the internet free of cost
  - (D) The process of voting for news stories
- Q42.** According to the passage, what is the ‘significant caveat’ of digital journalism?
- (A) High cost of smartphones
  - (B) Slow speed of internet
  - (C) Proliferation of ‘Fake News’
  - (D) Lack of interest from the audience



- Q43.** What does the passage suggest is being prioritized by digital media?
- (A) Accuracy over Speed
  - (B) Ethics over Profits
  - (C) Being 'first' over being 'accurate'
  - (D) Fact-checking over Lead generation
- Q44.** The role of 'gatekeeping' is being challenged primarily by:
- (A) Government censors
  - (B) Citizen journalists
  - (C) Advertising agencies
  - (D) Traditional editors
- Q45.** What is the suggested solution for journalists in the future?
- (A) Abandoning social media entirely
  - (B) Focusing only on traditional print media
  - (C) Balancing new media speed with traditional ethical rigor
  - (D) Allowing 'Fake News' to circulate freely

### Passage II

**Read the passage below carefully. The questions that follow (Questions 46 to 50) are based on the information provided in this text. Choose the one best answer for each question.**

“Cinema in India has always been more than just entertainment; it is a cultural phenomenon that mirrors and influences society. From the mythological beginnings with Dadasaheb Phalke to the gritty realism of the 'Parallel Cinema' movement in the 1970s, Indian film has evolved through diverse phases. Parallel Cinema, or the Indian New Wave, offered an alternative to the mainstream 'masala' films, focusing on social issues, rural struggles, and the human condition.



Directors like Satyajit Ray, Mrinal Sen, and Ritwik Ghatak paved the way for a more serious, aesthetic approach to filmmaking. This movement was often supported by the National Film Development Corporation (NFDC). While mainstream cinema continues to dominate the box office with song-and-dance spectacles, the influence of the New Wave can still be seen in the 'indie' films of today, which blend realistic storytelling with modern technical finesse."

- Q46.** Which movement in Indian Cinema focused on social issues and rural struggles as an alternative to mainstream films?
- (A) Silent Cinema
  - (B) Parallel Cinema
  - (C) Commercial Masala Cinema
  - (D) Digital Cinema
- Q47.** Which organization often supported the Parallel Cinema movement?
- (A) Censor Board (CBFC)
  - (B) Prasar Bharati
  - (C) National Film Development Corporation (NFDC)
  - (D) Film and Television Institute of India (FTII)
- Q48.** The passage mentions Satyajit Ray and Mrinal Sen as proponents of:
- (A) Mainstream musical films
  - (B) The aesthetic, serious approach to filmmaking
  - (C) The invention of the cinema projector
  - (D) Silent filmmaking
- Q49.** How is 'Parallel Cinema' described in relation to 'Mainstream Cinema'?
- (A) It is a synonym for mainstream cinema
  - (B) it is an alternative that avoids the 'masala' formula



- (C) It is the same as mythological cinema
- (D) It is a genre that only uses foreign actors

**Q50.** The influence of the 'New Wave' is still visible in which modern film category?

- (A) Big-budget superhero movies
- (B) Animated films
- (C) 'Indie' films
- (D) Documentaries only



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

The Shannon-Weaver Model of communication is a foundational linear model developed to explain how messages are transmitted through electronic channels. It identifies six key elements: source, encoder, channel, noise, decoder, and receiver. A central feature of this model is "Noise," which represents any external interference that occurs within the channel during transmission. Because this model was originally designed by engineers for Bell Laboratories, it focuses heavily on the technical and physical aspects of signal clarity rather than just the meaning of words.

**Solution:**

1. In the Shannon-Weaver framework, the communication process begins with a source that creates a message.
2. This message is converted into a signal by a transmitter and sent through a physical medium called the channel.
3. During this journey, "Noise" is the specific term used for physical or technical factors that disrupt the signal, such as static on a phone line or crackling on a radio.
4. The question refers to "physical interference," which aligns perfectly with the model's definition of noise as a barrier to accuracy.
5. Entropy refers to the measure of uncertainty or randomness in a message, which is a different mathematical concept within the model.
6. Redundancy is the repetition of information to ensure the message gets through despite noise, while feedback is the receiver's response.
7. Therefore, based on the internal logic of the model, noise is the correct answer for physical interference.

**Final Answer:** The physical interference in the channel is known as Noise.

**Answer: (C)**



Q2.

**Solution****Concept:**

Development Communication (DevCom) is defined as the application of communication processes and media to facilitate social development. It is characterized by being purposive and goal-oriented, aiming to solve societal problems such as poverty, illiteracy, and lack of healthcare. Unlike commercial mass media, which focuses on entertainment and profit, DevCom is used to empower marginalized communities and promote democratic participation in the growth of a nation. It bridges the gap between those who have information (experts/government) and those who need it (the community).

**Solution:**

1. The objective described in the question—fostering social equality and improving standards—is the core mission of development communication.
2. This field emphasizes using radio, television, and print to educate people about modern farming, hygiene, and civil rights.
3. Corporate communication (Option B) is strictly for businesses to manage their brand and internal workforce relations.
4. Vertical communication (Option C) refers to the formal flow of information through different levels of an organization's hierarchy.
5. Intrapersonal communication (Option D) describes the internal dialogue or thought process that happens within a single person's mind.
6. Since the scenario involves using communication as a tool for broad "social change," it fits the definition of Development Communication.
7. Historically, this approach has been vital in developing countries like India to support national building projects.

**Final Answer:** The use of communication for social change is Developmental Communication.

**Answer: (A)**



Q3.

**Solution****Concept:**

Chronology questions in mass media require a firm grasp of the historical timeline of technological adoption in India. The evolution moved from local, private initiatives in radio during the colonial era to state-led national broadcasting, followed by the introduction of television for education (SITE) and finally the transition to high-quality color broadcasting. These milestones mark the shifting priorities of the Indian government from basic information dissemination to modern, high-definition entertainment and national integration through common visual experiences.

**Solution:**

1. Radio broadcasting begins (IV): The earliest radio experiments in India were conducted by private radio clubs in Bombay and Calcutta in 1923.
2. Vividh Bharati (I): To cater to the public demand for film music and entertainment, All India Radio launched the Vividh Bharati service on October 2, 1957.
3. SITE (III): The Satellite Instructional Television Experiment took place in 1975-76, using satellite technology to bring educational TV to remote villages for the first time.
4. Color Television (II): India made the massive leap to color transmission in 1982, specifically to broadcast the 9th Asian Games and the Independence Day speech.
5. Arranging these by years: 1923 (IV) → 1957 (I) → 1975 (III) → 1982 (II).
6. This sequence (IV, I, III, II) represents the correct logical and historical progression of broadcasting technology in India.

**Final Answer:** The correct chronological order is IV, I, III, II.

**Answer: (A)**



Q4.

**Solution****Concept:**

Mass Communication is the process where a person or a group of people sends a message through a channel to a large, anonymous, and diverse audience. One of the most important concepts in mass communication is the "impersonal" nature of the message. Unlike talking to a friend, where the message is tailored to one person, mass communication sends the same message to everyone simultaneously. It requires organized institutions, expensive technology, and professional filters known as gatekeepers to function effectively.

**Solution:**

1. Gatekeeper (Option A): In mass media, editors and producers act as gates that filter what information should be shared. This is a primary feature.
2. Delayed Feedback (Option B): Because mass communication is one-to-many, the sender doesn't see the audience's immediate reaction, making feedback indirect and delayed.
3. Heterogeneous Audience (Option C): Mass media targets a "mass," which means people of different ages, locations, and religions who are mostly unknown to each other.
4. Private and Personal Transmission (Option D): This is the incorrect trait. Mass communication is "public" and "impersonal."
5. If a message is sent privately to one person, it is "Interpersonal Communication," not Mass Communication.
6. Therefore, the characteristic of being "private and personal" contradicts the very definition of mass media, which aims to reach the maximum number of people publicly.

**Final Answer:** Private and personal transmission is NOT a characteristic of Mass Communication.

**Answer: (D)**



Q5.

**Solution****Concept:**

Communication is a transactional process involving two main cognitive functions: encoding and decoding. Encoding is the process of translating an idea into a code (words, images, or sounds) so it can be sent. Decoding is the reverse—receiving that code and interpreting it back into an idea or meaning. For communication to be successful, the receiver's decoded meaning should ideally match the sender's encoded meaning. If the receiver cannot interpret the symbols used, the communication process fails.

**Solution:**

1. The "Source" (Sender) is responsible for taking a thought and Encoding it into a message.
2. The "Transmitter" is the physical equipment that turns that message into a signal (like a phone or a TV tower).
3. The "Channel" is simply the path the signal takes (like cables or air).
4. The "Receiver" is the person at the end of the chain. This person must "Decode" the signal to understand what it means.
5. For example, if you hear a word in a foreign language, you have "received" the sound, but you cannot "decode" the meaning.
6. Because decoding happens in the mind of the person listening or watching, it is a process performed strictly by the receiver.
7. Thus, the correct component linked to the decoding process is the receiver.

**Final Answer:** Decoding is primarily performed by the Receiver.

**Answer: (B)**



Q6.

**Solution****Concept:**

The Inverted Pyramid is the most traditional and effective structure for news writing in journalism. It is designed to provide the most important information at the very beginning of the story, allowing the reader to grasp the essential facts quickly without having to read the entire article. This format is particularly useful for newspapers where space is limited and for digital platforms where reader attention spans are short. By placing the most critical data at the top, the story remains coherent and informative even if it is edited from the bottom to fit a specific layout.

**Solution:**

1. The structure is called an "inverted pyramid" because the base (the widest part representing the most information) is at the top.
2. The top of the pyramid is known as the "Lead" or "Lede," which answers the 5Ws and 1H (Who, What, Where, When, Why, and How).
3. After the lead, the story provides supporting details and quotes in descending order of importance.
4. This means that as you go deeper into the article, the details become more specific but less essential to the core understanding of the event.
5. Chronological writing (Option A) tells the story as it happened over time, which is common in features but not in hard news.
6. Building toward a climax (Option C) is a technique used in fiction or narrative journalism, not the standard inverted pyramid.
7. Therefore, the logic of this format is strictly to prioritize important facts first, followed by secondary details.

**Final Answer:** The Inverted Pyramid prioritizes the most important facts first, followed by supporting details.

**Answer: (B)**



Q7.

**Solution****Concept:**

Defamation is a critical area of media law that balances the right to free speech with an individual's right to protect their reputation. In the Indian legal system, defamation occurs when a false statement is made and published that lowers the reputation of a person in the estimation of right-thinking members of society. It can be categorized into "Libel" (written or permanent form) and "Slander" (spoken or transient form). Journalists must be extremely careful to verify facts, as even unintentional errors can lead to costly legal battles if they harm someone's public standing.

**Solution:**

1. The question specifically mentions the "publication of a false statement that harms the reputation," which is the textbook definition of defamation.
2. Contempt of Court (Option A) deals with actions that disrespect the judiciary or interfere with the administration of justice.
3. The Official Secrets Act (Option C) is related to national security and the protection of government information from unauthorized disclosure.
4. The Copyright Act (Option D) protects the intellectual property of creators and has nothing to do with personal reputation.
5. Under Indian law (IPC Sections 499-500), defamation is both a civil and a criminal offense, meaning a person can be sued for damages or prosecuted.
6. Because the scenario focuses on the harm to an individual's "reputation," defamation is the only applicable legal provision among the choices provided.

**Final Answer:** The legal provision dealing with the harm to reputation is Defamation.

**Answer: (B)**



Q8.

**Solution****Concept:**

The 5Ws and 1H formula is the gold standard for information gathering in journalism. It ensures that a reporter has covered every basic angle of a story before it is published. These six questions serve as a checklist to guarantee completeness and objectivity. Without answering these, a news report is considered incomplete. This formula was popularized by Rudyard Kipling and has since become a fundamental teaching tool in every journalism and mass communication curriculum across the world.

**Solution:**

1. The five "Ws" stand for Who (the people involved), What (the event itself), Where (the location), When (the time), and Why (the reason or motive).
2. The "1H" stands for "How," which explains the mechanics, process, or sequence of how the event occurred.
3. For example, in a report about a fire, "How" would explain whether it was caused by a short circuit or an accident.
4. Option A (History) and Option B (Hypothesis) are elements of research or analysis but are not part of the standard 5Ws and 1H checklist.
5. Option D (Headline) is the title given to a story after it is written, not a question used during the reporting phase.
6. Therefore, when a journalist is looking for the final pillar of a news story to explain the method of an occurrence, they look for the "How."

**Final Answer:** The 'H' in 5Ws and 1H stands for How.

**Answer: (C)**



Q9.

**Solution****Concept:**

Journalistic ethics are the moral principles that govern the conduct of media professionals. One of the most vital principles is "Integrity," which implies that a journalist must remain independent and free from any outside influence that could bias their work. Trust is the currency of journalism; once a journalist is seen as being "bought" by a source or a party, they lose their credibility. Accepting bribes, gifts, or favors in exchange for positive coverage is considered a severe breach of professional conduct.

**Solution:**

1. Integrity refers to the quality of being honest and having strong moral principles. In journalism, this means refusing any personal gain that could influence a story.
2. Objectivity (Option A) is the act of reporting facts without bias, but the core issue of taking money is a violation of the journalist's personal and professional integrity.
3. Sensationalism (Option B) is a style of reporting used to shock the audience, which is an ethical issue but not necessarily related to bribery.
4. Yellow Journalism (Option C) refers to unethical journalism that prioritizes scandal and sensationalism over facts, usually to sell more papers.
5. When a journalist takes money to write a "favorable story," they have traded their professional independence for cash, which is a direct strike against the principle of integrity.
6. This practice is often referred to as "Paid News" and is strictly condemned by press councils worldwide.

**Final Answer:** A journalist accepting money for favorable coverage violates the principle of Integrity.

**Answer: (D)**



Q10.

**Solution****Concept:**

A standard news report is composed of several distinct parts that help organize information and provide accountability. Identifying these parts is essential for media students to understand the anatomy of a newspaper. These elements serve as signposts for the reader, indicating who wrote the story, where the event happened, and when the news was reported. Attribution is particularly important for credibility, as it tells the reader that the information comes from a verified source rather than the reporter's own opinion.

**Solution:**

1. Lead (I): This is the most crucial part of a news story—the opening paragraph that summarizes the main event. It matches with (B).
2. Byline (II): This is the line that tells the reader the name of the reporter who wrote the article. It matches with (C).
3. Dateline (III): This provides the location from which the news is being reported, such as "NEW DELHI, May 11." It matches with (D).
4. Attribution (IV): This is the process of stating where a piece of information or a quote came from (e.g., "according to the police"). It matches with (A).
5. When we combine these matches, we get the sequence: I-B, II-C, III-D, IV-A.
6. This matching logic aligns with the standardized layout of traditional and modern digital journalism.

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

**Answer: (A)**



Q11.

**Solution****Concept:**

Advertising techniques vary based on how clearly the promotional message is delivered to the audience. While traditional advertising is explicit, "Covert Advertising" (also known as product placement or embedded marketing) involves incorporating a brand or product into a movie, television show, or other entertainment medium without a clear "advertisement" label. This is done to create a psychological association between the characters or the story and the product. Because it does not interrupt the flow of the content, it is often more effective than traditional commercials that viewers might skip.

**Solution:**

1. The question describes an advertisement that is "subtly integrated" into a show where the audience is "unaware they are being marketed to."
2. Covert Advertising (Option B) is the technical term for this practice. An example would be a lead actor in a film prominently using a specific brand of smartphone or drinking a specific soda.
3. Surrogate Advertising (Option A) is a technique used to promote banned products (like alcohol or tobacco) by using another product of the same brand (like mineral water or music CDs).
4. Outdoor Advertising (Option C) refers to physical ads like billboards, posters, or bus shelter wraps.
5. Social Service Announcements (Option D) are non-commercial ads intended for public welfare, such as health or safety warnings.
6. Since the scenario focuses on hidden or subtle placement within entertainment media, Covert Advertising is the only correct fit.
7. This method is increasingly popular as digital consumers often use ad-blockers or skip traditional video ads.

**Final Answer:** Subtly integrated advertising is known as Covert Advertising.

**Answer: (B)**



Q12.

**Solution****Concept:**

Public Relations (PR) is the strategic management of communication between an organization and its diverse publics. A core function of PR is "Crisis Management," which involves handling unexpected events that threaten to harm the organization's reputation or operations. In the modern media landscape, where information spreads instantly on social media, the role of the Public Relations Officer (PRO) becomes vital in mitigating damage, providing accurate information, and restoring the public's trust through transparent and ethical communication.

**Solution:**

1. During a corporate scandal, the primary threat is not a drop in production, but a loss of reputation and trust among stakeholders.
2. The PRO's first responsibility is to address the crisis by communicating with the media, investors, and the public.
3. Increasing sales revenue (Option A) is the goal of the marketing and sales departments, not the primary focus of PR during a scandal.
4. Designing product logos (Option C) falls under graphic design and branding, which are creative functions rather than management functions.
5. Hiring employees (Option D) is the responsibility of the Human Resources (HR) department.
6. Therefore, the strategic management of a scandal to protect the organization's image is strictly categorized as Crisis Management.
7. Effective crisis management involves taking responsibility, being truthful, and showing the public that corrective measures are being taken.

**Final Answer:** The PRO's role during a scandal is Crisis Management and image restoration.

**Answer: (B)**



Q13.

**Solution****Concept:**

A Press Release (also known as a media release or news release) is the primary official document used by PR professionals to communicate information to the news media. It is written in a journalistic style, often following the inverted pyramid format, to make it easy for reporters to turn the information into a news story. A well-crafted press release provides the 5Ws and 1H and includes quotes from organizational leaders, ensuring that the company's perspective is included in the resulting news coverage.

**Solution:**

1. To communicate official news effectively, a PRO needs a tool that journalists find credible and easy to use.
2. A Press Release (Option A) is specifically designed for this purpose. It is the bridge between an organization and the newsroom.
3. A Memo (Option B) is an internal communication tool used to share information among employees within the same organization.
4. A Classified Ad (Option C) is a small, text-based advertisement in a newspaper (like a "Job Vacancy" or "To Let" ad) and is not used for official news distribution.
5. A Jingle (Option D) is a short, catchy tune used in radio or television commercials to help consumers remember a brand.
6. Because the question asks for a "tool for official news communication to the media," the Press Release is the standard industry answer.
7. PROs often follow up these releases with a press conference if the news is of significant national or local importance.

**Final Answer:** The primary tool for a PRO to communicate news is a Press Release.

**Answer: (A)**



Q14.

**Solution****Concept:**

In marketing and advertising, a brand is much more than a logo or a physical product. It is a set of intangible assets—perceptions, emotions, and expectations—that exist in the mind of the consumer. Branding is the process of creating a unique identity for a product that distinguishes it from competitors. A strong brand creates "Brand Equity," which is the value that a product derives from its reputation rather than its functional benefits alone. Consumers often choose brands because they align with their own values or social status.

**Solution:**

1. Option A (Only the name) is too narrow; the name is just a "brand name," not the entire brand.
2. Option B (Physical packaging) refers to the "visual identity" or packaging design, which is just one part of the brand experience.
3. Option C describes the brand as a "psychological relationship and set of perceptions." This is the modern, comprehensive definition used in media and marketing.
4. Option D (The price tag) refers to the "pricing strategy," which is an element of the marketing mix but not the definition of the brand itself.
5. A brand like Apple or Nike is successful because of the feelings of innovation or athletic excellence they evoke, which proves that a brand is a psychological construct.
6. Therefore, the most accurate definition of a brand is the relationship and perception held by the consumer.

**Final Answer:** A Brand is best defined as a psychological relationship and set of perceptions in the consumer's mind.

**Answer: (C)**



Q15.

**Solution****Concept:**

An Advertising Campaign is a planned series of advertisements that share a common theme and are designed to achieve specific goals over a set period. The process is highly logical and follows a step-by-step sequence to ensure that money is spent effectively. It begins with understanding the target audience and ends with measuring whether the campaign achieved its intended objectives. Skipping any of these steps can lead to a failure in reaching the audience or a waste of the advertising budget.

**Solution:**

1. Market Research (II): The first step is always to gather data about the market, competitors, and consumers. You cannot create a campaign without information.
2. Creative Brief (III): Once research is done, a brief is created for the creative team (copywriters and designers) to develop the "big idea" or the visual style of the ad.
3. Media Planning (I): After the creative assets are ready, the team decides where the ads will be placed (TV, Social Media, Print) and at what time.
4. Evaluation (IV): The final step, after the ads have run, is to evaluate the results and see if the campaign met its KPIs (Key Performance Indicators).
5. This gives us the sequence: II → III → I → IV.
6. This sequence (Market Research → Creative Brief → Media Planning → Evaluation) matches Option A and represents the standard industry workflow.

**Final Answer:** The correct sequence in an Advertising Campaign is II, III, I, IV.

**Answer: (A)**



Q16.

**Solution****Concept:**

Public Service Announcements (PSAs) are a specific category of advertisements that are designed to inform or educate the public about non-commercial issues. Unlike commercial ads, which aim to sell a product or service for profit, PSAs focus on social welfare, public health, safety, or environmental conservation. They are often sponsored by government agencies, non-profit organizations, or international bodies like the WHO or UNICEF. In many countries, broadcasting networks are required to provide a certain amount of free airtime for these announcements as part of their social responsibility.

**Solution:**

1. The question asks about ads spreading awareness for pulse polio or road safety, which are clear examples of public health and safety initiatives.
2. Public Service Announcement (PSA) (Option B) is the technical term for such non-commercial, welfare-oriented messaging.
3. Institutional Ad (Option A) is designed to build the image of a specific company or organization rather than promoting a specific product (e.g., "Tata Steel: We also make tomorrow").
4. Retail Ad (Option C) is focused on driving immediate sales at a local store or supermarket.
5. Industrial Ad (Option D) targets businesses that buy raw materials or heavy machinery, not the general public.
6. Since the examples given (polio and road safety) are strictly for the "public good" and are "non-commercial," PSA is the only correct answer.
7. These ads play a vital role in developmental communication by changing social behaviors and attitudes.

**Final Answer:** A non-commercial ad for social awareness is a Public Service Announcement (PSA).

**Answer: (B)**



Q17.

**Solution****Concept:**

The television production process is divided into three distinct stages: Pre-production, Production, and Post-production. Pre-production is arguably the most critical phase, as it involves all the planning and coordination required before the cameras start rolling. Proper planning at this stage ensures that the actual shoot is efficient and remains within budget. This phase covers everything from the conceptualization of the idea to the final logistics, including casting, scriptwriting, and securing legal permissions.

**Solution:**

1. Pre-production (Option C) is the planning phase. Tasks include script finalizing, location scouting, budgeting, and hiring crew.
2. Production (Option B) is the actual phase of recording or "the shoot" where the director, actors, and camera crew execute the plans made in the previous stage.
3. Post-production (Option A) occurs after the filming is complete. It involves editing, sound mixing, adding special effects (VFX), and color grading.
4. Distribution (Option D) is the final stage where the completed program is sent to broadcasters or streaming platforms for the audience to view.
5. Since the question specifically mentions "finalizing the script" and "budgeting," it refers to the preparatory work done before filming begins.
6. Therefore, the answer is Pre-production.

**Final Answer:** The stage involving script finalization and budgeting is Pre-production.

**Answer: (C)**



Q18.

**Solution****Concept:**

In a multi-camera television studio (like those used for news bulletins, talk shows, or live sports), several cameras record the action simultaneously from different angles. To create a cohesive program, someone must decide which camera's feed is "live" or "on-air" at any given moment. This is done using a piece of equipment called a "Vision Mixer" or "Switcher." The person operating this equipment—usually the Vision Mixer or the Director—must have quick reflexes and a strong sense of visual rhythm to switch between cameras seamlessly.

**Solution:**

1. The question asks for the person responsible for "switching between different camera angles in real-time."
2. The Vision Mixer / Director (Option B) performs this role, often sitting in the Production Control Room (PCR) facing a wall of monitors.
3. Floor Manager (Option A) is the director's representative on the studio floor who gives cues to the talent and manages the physical set.
4. Gaffer (Option C) is the head of the lighting department and is responsible for the electrical and lighting plan on set.
5. Boom Operator (Option D) is a sound department professional who holds the microphone boom pole just out of the camera's frame.
6. Therefore, the technical role associated with real-time camera switching is the Vision Mixer.

**Final Answer:** The person responsible for switching camera angles in real-time is the Vision Mixer / Director.

**Answer: (B)**



Q19.

**Solution****Concept:**

Chroma Keying, often referred to as "Green Screen" or "Blue Screen" technology, is a visual effects (VFX) and post-production technique used for compositing two images or video streams together based on color hues. This technique is ubiquitous in modern television, especially for weather forecasts, where a presenter stands in front of a green wall, but the viewers see them standing in front of a digital map. The specific color (green or blue) is chosen because it is the furthest from human skin tones, making it easier to remove digitally without affecting the person in the frame.

**Solution:**

1. Chroma Keying works by isolating a specific color range and making it transparent so that another background can be placed behind the subject.
2. Option B accurately describes this: "replace a specific color (usually green or blue) with a different background."
3. Adjusting audio levels (Option A) is done during sound mixing or audio post-production.
4. Editing the sequence of shots (Option C) is the general process of non-linear editing.
5. Recording the script (Option D) is part of the production or voice-over process.
6. Because the question asks for the primary use of Chroma Keying, the visual replacement of backgrounds is the correct answer.

**Final Answer:** Chroma Keying is used to replace a specific color with a different background.

**Answer: (B)**



Q20.

**Solution****Concept:**

A Storyboard is a sequence of drawings, typically with some directions and dialogue, representing the shots planned for a movie or television production. It serves as a visual blueprint for the director, cinematographer, and editor. By "pre-visualizing" the script, the production team can identify potential problems in shot composition, continuity, or lighting before they reach the set. Storyboards are especially important for complex action sequences or scenes involving heavy visual effects, as they ensure everyone on the crew is working toward the same visual goal.

**Solution:**

1. A Storyboard essentially looks like a comic strip of the movie or program.
2. Option B correctly identifies it as a "visual representation of the shots planned for the production."
3. List of actors (Option A) is called a "Cast List."
4. The final edited version (Option C) is simply the "Final Cut" or "Master."
5. The financial statement (Option D) is the "Production Budget" or "Balance Sheet."
6. In the production pipeline, the storyboard is created during pre-production to guide the camera crew and the director during the production phase.
7. Therefore, the visual representation of planned shots is the only accurate definition of a storyboard.

**Final Answer:** A Storyboard is a visual representation of the shots planned for the production.

**Answer: (B)**



Q21.

**Solution****Concept:**

Reality TV is a distinct television genre that documents purportedly unscripted real-life situations, often featuring individuals who are not professional actors. Unlike traditional dramas or soap operas, which rely on scripted dialogue and professional performances, Reality TV thrives on the "illusion of reality" and "raw emotion." This format often places participants in unusual or competitive environments to observe their natural reactions. While most reality shows are heavily edited in post-production to create a narrative, the primary appeal is the absence of a formal script and the inclusion of "ordinary" people.

**Solution:**

1. The question describes a format with "unrehearsed, real-life situations" and "ordinary people."
2. Reality TV (Option C) perfectly fits this description. Examples include competition shows, talent hunts, and "fly-on-the-wall" fly-on-the-wall documentaries.
3. Soap Opera (Option A) is a scripted fictional drama characterized by exaggerated emotions and domestic themes.
4. Documentary (Option B) is a non-fiction format, but it usually aims to inform or document a specific subject rather than focusing on entertainment-driven social interaction.
5. News Bulletin (Option D) is a strictly factual report of current events and does not involve the social experiments common in reality formats.
6. Because the emphasis is on the lack of rehearsal and the use of non-professionals for entertainment purposes, Reality TV is the correct choice.
7. This genre has become a staple of global television due to its relatively low production costs compared to high-end scripted dramas.

**Final Answer:** The TV format featuring unrehearsed situations and ordinary people is Reality TV.

**Answer: (C)**



Q22.

**Solution****Concept:**

Radio is a purely auditory medium, often described as the "theatre of the mind." Because the audience cannot see the speaker, the radio scriptwriter must compensate by using descriptive language, sound effects (SFX), and music to create a mental picture for the listener. This is known as "writing for the ear." Unlike writing for print, where a reader can re-read a difficult sentence, radio communication is transient; if a listener misses a word, it is gone forever. Therefore, clarity, simplicity, and a conversational tone are essential for successful radio scripting.

**Solution:**

1. Writing for the "ear" (Option C) means using short sentences, simple words, and an active voice that mimics natural human speech.
2. Complex vocabulary (Option A) should be avoided because it may confuse the listener and disrupt their mental image of the story.
3. Writing for the "eye" (Option B) is the primary rule for print media (newspapers/magazines) where visual layout and long-form reading are possible.
4. While long pauses (Option D) can sometimes build tension, they are generally avoided in radio (where they are called "dead air") as listeners may think their device has stopped working.
5. Since radio relies entirely on sound to convey meaning, the writer must ensure the script is easy to hear and immediately understandable.
6. This involves using "word pictures" to describe settings and actions that the listener cannot see.

**Final Answer:** The most important rule for a radio scriptwriter is to write for the 'ear' using simple, conversational language.

**Answer: (C)**



Q23.

**Solution****Concept:**

Microphones are classified by their "polar patterns," which describe their sensitivity to sound arriving from different directions. An omnidirectional microphone is designed to be equally sensitive to sound from all angles—front, back, and sides. This makes it ideal for recording ambient sounds, group discussions around a table, or situations where the sound source is moving. In a radio or studio setting, choosing the right polar pattern is crucial for capturing clear audio while minimizing unwanted noise from the surrounding environment.

**Solution:**

1. Omnidirectional (Option C) comes from the prefix "omni-" meaning all. As the name suggests, it picks up sound from a 360° radius.
2. Unidirectional (Option A), such as a cardioid mic, is sensitive to sound coming from only one direction (usually the front).
3. Bidirectional (Option B), also known as "Figure-8," picks up sound from the front and back while rejecting sound from the sides.
4. Shotgun Mic (Option D) is a highly directional microphone used in film production to pick up sound from a distance while ignoring background noise.
5. Because the question specifies "all directions (360°)," the omnidirectional mic is the technically accurate answer.
6. These are frequently used in lapel/lavalier mics so that the speaker's voice is captured even if they turn their head.

**Final Answer:** A microphone that picks up sound from all directions is an Omnidirectional mic.

**Answer: (C)**



Q24.

**Solution****Concept:**

The Audio Mixer (also known as a sound console or mixing board) is the central nerve center of any radio studio or television control room. Its primary function is to take various audio inputs—such as microphones, music players, and remote phone lines—and combine them into a single output signal for broadcasting or recording. The mixer allows the operator to control the relative volume (levels) of each source, adjust the tone (EQ), and ensure that the final sound is balanced and free of distortion.

**Solution:**

1. The question asks for the device that "blends multiple audio signals, adjusts volume, and routes audio."
2. Audio Mixer / Console (Option B) is the specific equipment designed for this purpose.
3. Transducer (Option A) is a general term for any device that converts one form of energy into another (e.g., a microphone converts sound waves into electrical signals).
4. Amplifier (Option C) is used to increase the power of a signal to drive speakers but does not "blend" or "route" multiple independent sources like a mixer does.
5. Equalizer (Option D) is a component used to adjust specific frequency ranges, which is often a feature \*within\* a mixer but is not the device itself.
6. Therefore, the Audio Mixer is the correct professional term for the system described.

**Final Answer:** The device used to blend and route audio signals is the Audio Mixer / Console.

**Answer: (B)**



Q25.

**Solution****Concept:**

A Radio Feature is a specialized radio format that sits between a news report and a documentary. While a news piece is strictly factual, brief, and time-sensitive, a feature allows for more creative freedom and in-depth exploration of a subject. Features often use a variety of sounds—interviews, ambient noise, music, and narration—to tell a compelling story. They are not limited by the "inverted pyramid" structure of news and can focus on human interest stories, cultural issues, or historical events in a more artistic manner.

**Solution:**

1. Radio news is typically concise and follows a rigid format to deliver facts quickly.
2. A Radio Feature (Option B) is distinguished by its focus on "creative storytelling and in-depth exploration."
3. Features are generally longer than news pieces, contradicting Option A.
4. Features actually rely heavily on sound effects and music to build atmosphere, which contradicts Option C.
5. Features can be pre-recorded and edited extensively, so they do not have to be broadcast live (Option D).
6. The fundamental difference lies in the "narrative approach" and the depth of the subject matter, making Option B the correct identifying characteristic.
7. This format is often used to give a "voice" to the story beyond just the headlines.

**Final Answer:** A Radio Feature focuses on creative storytelling and in-depth exploration of a topic.

**Answer: (B)**



Q26.

**Solution****Concept:**

The history of Indian Cinema is officially considered to have begun with the release of the first indigenous silent feature film. The individual who single-handedly pioneered this industry by handling the production, direction, writing, and even processing of the film is honored as the "Father of Indian Cinema." His contribution laid the foundation for what has now become the largest film industry in the world. The Government of India recognizes this legacy through the "Dadasaheb Phalke Award," the highest honor in Indian cinema, awarded annually for lifetime contribution to the medium.

**Solution:**

1. Dadasaheb Phalke (Option B) produced and directed 'Raja Harishchandra' in 1913, which was the first full-length Indian feature film.
2. Satyajit Ray (Option A) was a world-renowned filmmaker who started the "Parallel Cinema" movement in the 1950s with 'Pather Panchali'.
3. V. Shantaram (Option C) was a pioneer known for his technically advanced films and social themes during the 1930s-50s.
4. Raj Kapoor (Option D) is known as "The Showman" of Indian cinema, famous for his post-independence commercial hits.
5. Phalke's work was revolutionary because it proved that Indians could create their own cinema without relying on foreign technicians or stories.
6. Because he is the historical originator of the indigenous industry, the title "Father of Indian Cinema" belongs to him.

**Final Answer:** Dadasaheb Phalke is known as the Father of Indian Cinema.

**Answer: (B)**



Q27.

**Solution****Concept:**

Parallel Cinema, also known as the Indian New Wave, emerged as an alternative to the mainstream commercial cinema. It focused on realism, social commentary, and the lives of the working class. A landmark film in this movement was 'Manthan' (The Churning), which dealt with the white revolution and the cooperative milk movement in India. Beyond its content, it is historically significant for its unique production model, which bypassed traditional distributors and corporate funding in favor of a collective approach involving the actual subjects of the story.

**Solution:**

1. 'Manthan' (1976) was directed by Shyam Benegal and co-written by the playwright Vijay Tendulkar.
2. The film's production cost (approx. ₹ 10 lakh) was raised through a unique crowdfunding method: 500,000 farmers, members of the Gujarat Co-operative Milk Marketing Federation, each contributed ₹ 2.
3. This is why the film is credited as "produced by 500,000 farmers of Gujarat," making Option B the correct reason for its landmark status.
4. While it was a part of the Parallel movement, it was not the first color film (Option A), nor was it silent (Option C) or directed by a foreigner (Option D).
5. This model of financing was a revolutionary act of democratic filmmaking, ensuring that the story of the milk cooperatives was told by the people who built them.

**Final Answer:** 'Manthan' is a landmark because it was crowdfunded by 500,000 farmers.

**Answer: (B)**



Q28.

**Solution****Concept:**

The invention of the "Cinématographe" by the Lumiere Brothers (Auguste and Louis) in France was the turning point that transitioned moving images from a private curiosity (like the Kinetoscope) to a public, shared experience. Their machine could both record and project films. The history of cinema dates its "birth" from the day they held their first commercial public screening to a paying audience. This event eventually sparked a global revolution in visual storytelling, reaching India within just a few months of its European debut.

**Solution:**

1. The first public screening by the Lumiere Brothers took place at the Grand Café in Paris on December 28, 1895.
2. This date (Option B) is globally recognized as the birth year of cinema as a mass medium.
3. 1913 (Option A) is the year 'Raja Harishchandra' was released in India.
4. 1901 (Option C) and 1888 (Option D) are related to other early photographic or experimental film milestones but not the Lumiere screening.
5. The Lumiere films included short clips like 'Workers Leaving the Lumiere Factory' and 'The Arrival of a Train at La Ciotat'.
6. By 1896, the Lumiere representatives had reached Bombay, holding the first film screening in India at the Watson's Hotel.

**Final Answer:** The Lumiere Brothers held the first public screening in 1895.

**Answer: (B)**



Q29.

**Solution****Concept:**

Film Noir (literally "Black Film") is a cinematic term used to describe a specific style of Hollywood crime dramas, particularly those of the 1940s and 1950s. It is defined by its visual style—characterized by low-key lighting, stark contrasts, and long shadows—and its thematic focus on crime, moral ambiguity, and the "femme fatale." The mood of these films is usually pessimistic or cynical, reflecting the post-war anxieties of the era. Understanding genre conventions is a key part of Cinema studies in the CUET syllabus.

**Solution:**

1. The question describes "dark themes, cynical heroes, and high-contrast chiaroscuro lighting." These are the definitive technical and thematic traits of Film Noir (Option B).
2. Slapstick Comedy (Option A) relies on physical humor and exaggerated action, usually with bright, even lighting.
3. Musicals (Option B) are defined by song-and-dance sequences and are typically vibrant and colorful.
4. Westerns (Option D) are set in the American frontier and focus on themes of law and order, often shot in wide-open, naturally lit landscapes.
5. Chiaroscuro is the technical term for the contrast between light and dark, which gave Film Noir its distinct, moody, and "shadowy" look.
6. This genre influenced global cinema, including the early "Bombay Noir" films in India.

**Final Answer:** The genre described is Film Noir.

**Answer: (B)**



Q30.

**Solution****Concept:**

With the rise of the internet, activism has moved beyond the streets into the digital realm. "Cyber Activism" (also known as digital activism or e-activism) involves the use of social media, websites, and email to organize, disseminate information, and mobilize people for social or political change. It allows for rapid communication and can bypass traditional media censorship. While it can be very effective in raising awareness and putting pressure on authorities, it also faces challenges such as the "digital divide" and the potential for surveillance.

**Solution:**

1. The use of digital tools to "organize and promote political or social causes" is the standard definition of Cyber Activism (Option A).
2. Trolling (Option B) is the act of posting inflammatory or off-topic messages online to provoke an emotional response.
3. Phishing (Option C) is a cybercrime where people are tricked into sharing sensitive information like passwords or credit card numbers.
4. Data Mining (Option D) is the process of analyzing large sets of data to identify patterns and relationships, usually for commercial purposes.
5. Examples of cyber activism include the use of hashtags like BlackLivesMatter or MeToo to spark global movements.
6. Because the question focuses on "promoting causes" and "activism," Option A is the only logically sound choice.

**Final Answer:** The use of digital tools for social or political causes is Cyber Activism.

**Answer: (A)**



Q31.

**Solution****Concept:**

The word 'Netiquette' is a portmanteau of "network" and "etiquette." It refers to the informal code of conduct and social conventions governing how individuals should behave in an online environment. Just as physical society has rules for polite behavior, the digital world requires guidelines to ensure communication remains respectful, clear, and efficient. Netiquette covers aspects such as not using all caps (which is perceived as shouting), avoiding "flaming" (personal attacks), respecting others' privacy, and being mindful of the cultural diversity of the global internet audience.

**Solution:**

1. The question asks what 'Netiquettes' refer to in the context of the internet.
2. Option B correctly identifies them as "the set of social conventions and polite behavior for online communication."
3. Technical hardware (Option A) refers to the physical components like routers and servers, not behavior.
4. Laws governing internet speeds (Option C) relate to Net Neutrality or telecommunication regulations, not social etiquette.
5. The process of creating a website (Option D) is known as web development or web design.
6. Practicing good netiquette helps prevent misunderstandings and fosters a more democratic and inclusive digital space.
7. Therefore, it is essentially the "digital manners" required to maintain harmony in online interactions.

**Final Answer:** Netiquettes refer to the set of social conventions and polite behavior for online communication.

**Answer: (B)**



Q32.

**Solution****Concept:**

In the social media ecosystem, various personas emerge based on their interaction patterns. A "Troll" is a specific type of user whose primary motivation is to disrupt online communities, start arguments, or upset others by posting inflammatory, insincere, or off-topic messages. This behavior, known as "trolling," often targets specific individuals or sensitive topics to elicit an emotional reaction. While some trolling is seen as harmless mischief, it can frequently escalate into cyberbullying or harassment, necessitating moderation and community guidelines on most platforms.

**Solution:**

1. The question describes an individual who "deliberately starts arguments or upsets people" by posting "inflammatory messages."
2. Troll (Option C) is the professional and common term used for this behavior in digital media studies.
3. Influencer (Option A) is a person with a large following who can affect the purchasing decisions or opinions of others.
4. Moderator (Option B) is a person responsible for maintaining order and enforcing rules within an online group or forum.
5. Blogger (Option D) is an individual who writes regularly for an online journal or website.
6. Because the defining characteristic given is the "deliberate provocation" of others, the answer is clearly a troll.
7. Trolling is often protected by anonymity, which makes it a significant challenge for healthy democratic discourse online.

**Final Answer:** An individual who posts inflammatory messages to upset others is a Troll.

**Answer: (C)**



Q33.

**Solution****Concept:**

The "Democratic Role" of media refers to its function as the 'Fourth Estate,' providing a check on power and a platform for public discourse. Social media has revolutionized this role by lowering the barrier to entry for content creation. Unlike traditional media, which is often controlled by large corporations or governments, social media allows for "Citizen Journalism." This decentralization of information flow ensures that a wider variety of voices, including those of marginalized groups, can be heard, making the democratic process more inclusive and transparent.

**Solution:**

1. Democracy relies on the free flow of information and the existence of a "public sphere" where diverse opinions can be shared.
2. Social media contributes to this by "providing a platform for citizen journalism and diverse opinions" (Option B).
3. Allowing only government-approved content (Option A) is a hallmark of an authoritarian or totalitarian system, not a democracy.
4. Restricting access to information (Option C) is the opposite of the democratic role of media.
5. Prioritizing paid ads over news (Option D) is a commercial concern that often conflicts with the democratic duties of the media.
6. By enabling real-time reporting by ordinary citizens during protests, elections, or natural disasters, social media serves as a vital democratic tool.

**Final Answer:** Social media contributes to democracy by providing a platform for citizen journalism and diverse opinions.

**Answer: (B)**



Q34.

**Solution****Concept:**

User-Generated Content (UGC) is any form of content—such as images, videos, text, and audio—that has been posted by users on online platforms such as social media and wikis. It is a cornerstone of the "Web 2.0" era, marking a shift away from a model where media was only produced by professionals and consumed by passive audiences. UGC allows the audience to become "prosumers" (producers + consumers). This has led to the rise of platforms like YouTube, Instagram, and Wikipedia, where the value of the service is created almost entirely by its user base.

**Solution:**

1. UGC stands for content that originates from the "users" of a platform rather than the platform owners or professional media houses.
2. Option B correctly identifies it as "Content created and published by the audience/users themselves."
3. Content created by media corporations (Option A) is traditional media content, even if it is hosted on a digital platform.
4. AI-generated ads (Option C) are a modern technological development but do not constitute "User-Generated Content" in the traditional social media sense.
5. Official government notifications (Option D) are authoritative communications, not the organic content associated with UGC.
6. UGC is highly valued by brands and media because it is often perceived as more authentic and relatable than polished corporate messaging.

**Final Answer:** User-Generated Content (UGC) means content created and published by the audience or users themselves.

**Answer: (B)**



Q35.

**Solution****Concept:**

Media Convergence is a term used to describe the merging of previously distinct media technologies and platforms through digitization and computer networking. For example, a single device like a smartphone now allows a user to read a newspaper (print), listen to a podcast (radio), and watch a movie (TV). It also refers to the organizational merging of media companies. Convergence has fundamentally changed how media is produced and consumed, leading to a more integrated and interactive media environment where the lines between different media types are increasingly blurred.

**Solution:**

1. The question describes the phenomenon where "traditional media (print, radio, TV) merge into digital platforms."
2. Media Convergence (Option B) is the standard technical term for this process.
3. Media Divergence (Option A) is the opposite of convergence, referring to a situation where media forms become more separate, which is not the current trend.
4. Media Fragmentation (Option C) refers to the division of the audience into smaller, specialized groups due to the proliferation of content choices.
5. Media Isolation (Option D) is not a standard term in media studies and does not describe the integration of platforms.
6. Convergence is driven by the fact that all media content is now encoded into digital bits, allowing it to be shared across any internet-connected device.

**Final Answer:** The phenomenon where traditional media merge into digital platforms is Media Convergence.

**Answer: (B)**



Q36.

**Solution****Concept:**

The "Internet Paradigm Shift" describes the fundamental change in how information is produced, distributed, and consumed in the digital age. In the traditional media paradigm, news followed a slow, linear path from the event to the journalist, then to the gatekeeper (editor), and finally to the audience the next day. In the new media paradigm, this cycle is near-instantaneous. This shift has led to the "Rapidity of Opinion," where public discourse and reactions happen in real-time, often before the full facts of an event are even established.

**Solution:**

1. The question asks about the results of the paradigm shift in news consumption caused by the internet.
2. "Rapidity of Opinion" and real-time updates (Option B) is the defining characteristic of this shift. News now travels at the speed of light, and opinions are formed and shared within seconds of a post appearing.
3. Increased time gap (Option A) is incorrect, as the internet has drastically reduced the time gap between an event and its report.
4. Decrease in news sources (Option C) is also incorrect; the internet has actually caused an explosion in the number of sources (blogs, social media, news sites).
5. Total disappearance of printed newspapers (Option D) is an exaggeration. While print circulation has declined, newspapers still exist in physical forms in many parts of the world.
6. The shift allows for "live-tweeting" and live-streaming, which creates a continuous loop of information and instant public reaction.

**Final Answer:** The internet paradigm shift has resulted in the Rapidity of Opinion and real-time updates.

**Answer: (B)**



Q37.

**Solution****Concept:**

New Media is distinguished from "Old Media" (traditional print and broadcast) by several key technical and social characteristics. The most significant of these is "Interactivity." While traditional media is primarily a one-way street where a sender broadcasts to a passive audience, New Media allows for a two-way dialogue. Users can comment, share, edit, and react to content in real-time. Other features include hypertextuality (linking), digitisation, and the ability to consume content "on-demand" rather than following a fixed schedule.

**Solution:**

1. The question identifies a key feature of "New Media."
2. Interactivity (Option B) is the hallmark of new media platforms like social media, forums, and interactive websites. It allows the audience to become active participants.
3. Linearity (Option A) is a feature of traditional media (like a radio show or a movie) where you consume content in a specific order from start to finish.
4. One-way communication (Option C) is how traditional TV and newspapers operate, where there is no direct channel for the audience to talk back instantly.
5. Fixed broadcasting schedules (Option D) are the basis of traditional "appointment" viewing, whereas New Media is typically non-linear and available 24/7.
6. Because interactivity empowers the user to engage with the source, it is the most defining technical feature listed.

**Final Answer:** A key feature of New Media is Interactivity.

**Answer: (B)**



Q38.

**Solution****Concept:**

The "Digital Divide" refers to the socio-economic inequality regarding access to, use of, or impact of information and communication technologies (ICT). It is not just about having a computer or a smartphone; it also involves the quality of internet connection, the cost of data, and the level of digital literacy required to use these tools effectively. The divide can exist between different countries (global divide), between urban and rural areas (regional divide), or between different age groups and genders. Closing this gap is essential for ensuring that everyone can participate in the modern digital economy and democracy.

**Solution:**

1. The term "Digital Divide" is used to describe the "gap" in society between the 'haves' and 'have-nots' of technology.
2. Option B correctly identifies this as "The gap between those who have access to modern ICT and those who do not."
3. Difference between hardware and software (Option A) is a technical distinction, not a social divide.
4. Time difference on the internet (Option C) refers to time zones or latency, not a social inequality.
5. The cost of internet subscription (Option D) is a \*cause\* of the digital divide, but it is not the definition of the divide itself.
6. The divide is significant because those without access are often excluded from education, job opportunities, and essential government services that have moved online.

**Final Answer:** The term Digital Divide refers to the gap in access to modern ICT.

**Answer: (B)**



Q39.

**Solution****Concept:**

Web 2.0 is a term popularized around 2004 to describe a second generation of the World Wide Web. While Web 1.0 was mostly a "Read-Only" web consisting of static pages where users only consumed information, Web 2.0 is a "Read-Write" web. It is characterized by user-generated content, usability, and interoperability. It transformed the internet into a social platform where people could collaborate and share ideas through social media, wikis, and blogs. It moved the power of content creation from a few webmasters to the billions of people using the internet.

**Solution:**

1. The question asks for the primary characteristic of Web 2.0.
2. Option B correctly identifies it as "Collaborative, social, and user-centric platforms." This includes sites like Facebook, Wikipedia, and YouTube.
3. Static web pages (Option A) were the hallmark of Web 1.0, where the user was a passive consumer.
4. The invention of the first computer (Option C) predates the World Wide Web by several decades.
5. The use of dial-up connections (Option D) was a limitation of early internet access, not a defining feature of the Web 2.0 social architecture.
6. Therefore, the shift to a participatory and social web is what defines the Web 2.0 era.

**Final Answer:** Web 2.0 is characterized by collaborative, social, and user-centric platforms.

**Answer: (B)**



Q40.

**Solution****Concept:**

Marshall McLuhan was a Canadian philosopher and media theorist who became famous for his provocative ideas about the impact of media on society. One of his most famous concepts is "The Global Village," which he used to describe how electronic media (initially radio and TV, and later the internet) would collapse space and time, allowing people all over the world to communicate and experience events simultaneously. He argued that the world would become like a small village where everyone is involved in everyone else's lives, for better or for worse. He also famously coined the phrase "The medium is the message."

**Solution:**

1. The question asks who popularized the concept of "The Global Village."
2. Marshall McLuhan (Option B) is the scholar credited with this concept in his books "The Gutenberg Galaxy" (1962) and "Understanding Media" (1964).
3. Wilbur Schramm (Option A) is known as the father of mass communication studies, focusing on the human elements of communication.
4. Harold Lasswell (Option C) is famous for his linear model of communication (Who says what in which channel...).
5. Denis McQuail (Option D) was a prominent theorist known for his comprehensive textbooks on mass communication theory.
6. McLuhan's "Global Village" was a prophetic vision of the interconnectedness we now experience through the internet.

**Final Answer:** The concept of 'The Global Village' was popularized by Marshall McLuhan.

**Answer: (B)**



Q41.

**Solution****Concept:**

The "Democratization of Information" is a socio-political concept that refers to the process by which information becomes accessible to the average person, rather than being controlled by a small elite or powerful institutions. In the context of journalism, it suggests that the tools to create, distribute, and consume news are now in the hands of the public. This shift is primarily driven by digital technology and the internet, which have lowered the financial and technical barriers to entry that once protected the monopoly of traditional media conglomerates.

**Solution:**

1. According to the passage, digital technology has fundamentally altered journalism by allowing citizen journalists to broadcast live using smartphones.
2. The passage explicitly links this to the idea that the "monopoly of large media houses is broken."
3. This aligns with Option B: "Breaking the monopoly of large media houses by allowing citizens to share news."
4. Option A is incorrect because democratization refers to the people (demos), not just the form of government.
5. Option C is a common misconception; democratization refers to access and participation, not necessarily that all content is free of cost.
6. Option D describes a specific "voting" mechanism which is not what the passage discusses regarding the structure of the media industry.
7. Therefore, the passage uses the term to describe the shift in power from media giants to ordinary citizens.

**Final Answer:** Democratization of information refers to breaking the monopoly of large media houses.

**Answer: (B)**



Q42.

**Solution****Concept:**

A "caveat" is a warning or a condition that must be considered before accepting a situation. In the analysis of digital media, the most significant caveat to the freedom provided by the internet is the lack of quality control. Unlike traditional journalism, which uses a "gatekeeping" process involving multiple layers of editing and fact-checking, digital platforms often allow information to be published instantly without any verification. This has created a fertile ground for "Fake News," which can have serious real-world consequences, ranging from social unrest to political manipulation.

**Solution:**

1. The passage states: "However, this shift comes with a significant caveat: the proliferation of 'Fake News'."
2. It goes on to explain that without rigorous fact-checking standards, misinformation spreads at an alarming rate.
3. Option C (Proliferation of 'Fake News') is the direct answer provided in the text.
4. While the cost of smartphones (Option A) or internet speed (Option B) are real-world factors, they are not the "caveat" mentioned by the author of this specific passage.
5. The passage actually suggests there is a high interest from the audience, which contradicts Option D.
6. The author highlights the trade-off between the speed of digital media and the accuracy of the information being shared.

**Final Answer:** The significant caveat mentioned in the passage is the proliferation of 'Fake News'.

**Answer: (C)**



Q43.

**Solution****Concept:**

Media ethics often find themselves at odds with the commercial and competitive pressures of the digital age. In a traditional news cycle, a story could be vetted over several hours or days. In the digital news cycle, being the "first" to report a story is often seen as a competitive advantage that drives traffic, clicks, and advertising revenue. This pressure can lead to "churnalism," where reports are published without adequate verification, leading to a decline in accuracy and public trust in the media.

**Solution:**

1. The passage observes that: "The speed of digital media often prioritizes being 'first' over being 'accurate'."
2. This indicates a shift in values where the immediacy of the report is considered more important than its factual correctness.
3. This directly supports Option C: "Being 'first' over being 'accurate'."
4. Option A (Accuracy over Speed) is the ideal of traditional journalism, but the passage argues the opposite is happening in the digital world.
5. Option B (Ethics over Profits) and Option D (Fact-checking over Lead generation) are not supported by the passage's critical view of current digital trends.
6. The author is cautioning that the race for speed is damaging the fundamental journalistic commitment to truth.

**Final Answer:** Digital media is prioritizing being 'first' over being 'accurate'.

**Answer: (C)**



Q44.

**Solution****Concept:**

"Gatekeeping" is the process through which information is filtered for dissemination, whether for publication, broadcasting, the Internet, or some other mode of communication. In traditional journalism, the gatekeepers are editors and owners who decide which stories are "newsworthy." In the age of social media, the "gate" has been blown open because anyone with an internet connection can publish information. This "bottom-up" approach to news means that the traditional filters of the media industry are no longer the sole arbiters of what the public sees.

**Solution:**

1. The passage notes that: "Traditional gatekeeping roles are being challenged as citizen journalists utilize smartphones to broadcast live..."
2. Citizen journalists act as their own editors and publishers, bypassing the traditional institutional filters.
3. This makes Option B (Citizen journalists) the correct answer.
4. Government censors (Option A) are mentioned as a separate force in some contexts, but not as the primary challenge to gatekeeping in this passage.
5. Advertising agencies (Option C) influence content but do not replace the gatekeeping function in the way citizens now do.
6. Traditional editors (Option D) are the ones \*being\* challenged, not the ones doing the challenging.

**Final Answer:** The role of gatekeeping is being challenged primarily by Citizen journalists.

**Answer: (B)**



Q45.

**Solution****Concept:**

The future of journalism depends on the ability of professionals to integrate the benefits of new technology while adhering to the foundational ethics of the craft. This is often referred to as "Hybrid Journalism." While the tools of communication have changed, the need for truth, verification, and accountability remains constant. The passage suggests that a successful journalist in the digital age must be "tech-savvy" to find leads but "old-school" in their commitment to checking facts before publication.

**Solution:**

1. The final sentence of the passage states: "The challenge for the future lies in balancing the rapidity of new media with the ethical rigor of traditional journalism."
2. This indicates that the solution is not to choose one over the other, but to find a middle ground.
3. This corresponds to Option C: "Balancing new media speed with traditional ethical rigor."
4. Option A and Option B suggest retreating to the past, which the passage describes as impossible given the fundamental shift in the landscape.
5. Option D (Allowing 'Fake News' to circulate) is what the passage identifies as a problem to be solved, not a solution.
6. The "balancing act" ensures that news is both timely and trustworthy.

**Final Answer:** The suggested solution is balancing new media speed with traditional ethical rigor.

**Answer: (C)**



Q46.

**Solution****Concept:**

Parallel Cinema (often called New Indian Cinema) is a film movement in India that originated in the state of West Bengal in the 1950s as an alternative to the mainstream commercial Indian cinema. It is known for its serious content, realism, and naturalism, with a keen eye on the social-political climate of the times. It rejected the "masala" elements of mainstream cinema—such as song-and-dance routines and melodrama—to focus on the authentic lived experiences of the Indian people, particularly in rural settings.

**Solution:**

1. The passage explicitly mentions that: "Parallel Cinema... offered an alternative to the mainstream 'masala' films, focusing on social issues, rural struggles, and the human condition."
2. This makes Option B (Parallel Cinema) the correct answer based on the text.
3. Silent Cinema (Option A) refers to the era before sound (1913-1931) and is not defined primarily by its social realism in this context.
4. Commercial Masala Cinema (Option C) is what Parallel Cinema was reacting \*against\*.
5. Digital Cinema (Option D) refers to a technology of production and distribution, not a thematic movement.
6. Directors of Parallel Cinema aimed to use film as a mirror to show the truth of society rather than as a means of pure escapism.

**Final Answer:** Parallel Cinema focused on social issues and rural struggles.

**Answer: (B)**



Q47.

**Solution****Concept:**

The National Film Development Corporation of India (NFDC) is the central agency established to encourage the "good cinema" movement in the country. Its primary goal is to plan, promote, and organize the integrated development of the Indian film industry and to foster excellence in cinema. During the 1970s and 80s, the NFDC was instrumental in providing financial support to filmmakers who wanted to make realistic, socially relevant films that lacked the commercial backing of major studios.

**Solution:**

1. The passage states: "This movement [Parallel Cinema] was often supported by the National Film Development Corporation (NFDC)."
2. This is a direct factual match with Option C.
3. The Censor Board (Option A) is a regulatory body that certifies films for public exhibition, not a support organization for specific artistic movements.
4. Prasar Bharati (Option B) is India's public broadcaster (AIR and Doordarshan).
5. FTII (Option D) is a premier film institute that trains filmmakers, but the passage specifically identifies the NFDC as the support body for the movement.
6. Many of India's most critically acclaimed films were produced or distributed with the help of the NFDC.

**Final Answer:** The organization that supported the movement was the NFDC.

**Answer: (C)**



Q48.

**Solution****Concept:**

Satyajit Ray, Mrinal Sen, and Ritwik Ghatak are considered the "holy trinity" of the Indian New Wave. Ray, in particular, brought international recognition to Indian cinema with his "Apu Trilogy." These filmmakers were influenced by Italian Neorealism and sought to strip away the artifice of studio-bound filmmaking. Their approach was "aesthetic" in its careful use of visuals and sound, and "serious" in its exploration of themes like poverty, modernization, and the trauma of partition.

**Solution:**

1. The passage mentions these directors as those who "paved the way for a more serious, aesthetic approach to filmmaking."
2. This aligns perfectly with Option B.
3. They were not proponents of mainstream musicals (Option A), as they deliberately avoided the "song-and-dance spectacles" mentioned in the passage.
4. While they used projectors, they did not \*invent\* them (Option C), nor were they primarily silent filmmakers (Option D), as their most famous works used sound and dialogue effectively.
5. Their work is characterized by a "humanist" perspective, focusing on the dignity and struggles of individual human beings.

**Final Answer:** Ray and Sen are mentioned as proponents of an aesthetic, serious approach.

**Answer: (B)**



Q49.

**Solution****Concept:**

In the context of the Indian film industry, "Mainstream Cinema" and "Parallel Cinema" represent two different philosophies of filmmaking. Mainstream cinema is often called "Masala" cinema because it blends various genres (action, romance, comedy, music) to appeal to the widest possible audience. Parallel cinema, as the name suggests, runs alongside the mainstream but does not follow its rules. It is an "alternative" because it prioritizes artistic expression and social truth over box-office formulas and star-driven narratives.

**Solution:**

1. The passage defines Parallel Cinema as an "alternative to the mainstream 'masala' films."
2. It notes that while mainstream cinema focuses on "song-and-dance spectacles," Parallel Cinema focuses on "social issues" and "realism."
3. This makes Option B the correct description: "it is an alternative that avoids the 'masala' formula."
4. It is clearly not a synonym (Option A).
5. While some early parallel films used mythological themes, it is not the same as mythological cinema (Option C).
6. It uses Indian actors and settings, not "only foreign actors" (Option D).

**Final Answer:** Parallel Cinema is an alternative that avoids the 'masala' formula.

**Answer: (B)**



Q50.

**Solution****Concept:**

The legacy of a film movement is often seen in how its style and themes influence future generations of filmmakers. While the specific "Parallel Cinema" movement of the 1970s eventually faded, its spirit lives on in modern "Indie" (Independent) cinema. These contemporary films often have lower budgets, use realistic storytelling, and focus on characters and themes that are ignored by big-budget commercial cinema. The "New Wave" proved that there was an audience for serious cinema, and today's indie filmmakers continue to build on that foundation.

**Solution:**

1. The passage concludes by saying: "...the influence of the New Wave can still be seen in the 'indie' films of today, which blend realistic storytelling with modern technical finesse."
2. This directly points to Option C ('Indie' films) as the modern category where this influence is visible.
3. Big-budget superhero movies (Option A) are the modern equivalent of the "masala spectacle" and are not the legacy of the realistic New Wave.
4. While animated films (Option B) and documentaries (Option D) are part of modern cinema, the passage specifically highlights "indie films" as the successor to the New Wave's storytelling style.
5. This influence is seen in the grit, realism, and social awareness of many contemporary off-beat Indian films.

**Final Answer:** The influence of the New Wave is visible in modern 'Indie' films.

**Answer:** (C)



## Answer Key

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

