

## CUET-UG Mass Media & Communication Sample Paper - 8

Duration: 1 Hour

Maximum Marks: 250

### Instructions

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

**Q1.** In the context of communication, when the sender and receiver belong to different cultural backgrounds, the potential for 'Semantic Noise' increases primarily due to:

- (A) Technical failure of the transmission channel
- (B) Differences in the interpretation of symbols and meanings
- (C) Loud environmental sounds during the conversation
- (D) The physical distance between the two parties

**Q2.** Statement I: Intrapersonal communication is the foundation of all other levels of communication.

Statement II: In intrapersonal communication, the central nervous system acts as the transmission channel.

- (A) Both Statement I and Statement II are correct
- (B) Both Statement I and Statement II are incorrect
- (C) Statement I is correct but Statement II is incorrect
- (D) Statement I is incorrect but Statement II is correct

**Q3.** Which of the following models of communication is known for introducing the concept of 'Field of Experience'?

- (A) Lasswell's Model



- (B) Aristotle's Model
- (C) Schramm's Model
- (D) Shannon-Weaver Model

**Q4.** The term 'Feedback' was formally integrated into communication models to transform the process from:

- (A) Circular to Linear
- (B) Linear to Circular
- (C) Transactional to One-way
- (D) Direct to Mediated

**Q5.** When a government uses a dedicated community radio station to educate villagers about new crop insurance schemes, it is an example of:

- (A) Downward Communication
- (B) Upward Communication
- (C) Horizontal Communication
- (D) Grapevine Communication

**Q6.** The 'Yellow Journalism' phase in history is characterized by:

- (A) Rigorous investigative reporting with high ethical standards
- (B) Sensationalism and exaggerated headlines to increase circulation
- (C) Reporting specifically on agricultural and weather patterns
- (D) State-controlled news during wartime

**Q7.** What is a 'Hard News' story?

- (A) A story that is difficult for the reader to understand
- (B) A time-sensitive report about an immediate event like a crime or accident
- (C) A long-form biographical piece about a celebrity
- (D) A story that includes complex mathematical data



- Q8.** Under the Indian Constitution, 'Freedom of Speech and Expression' is provided under Article 19(1)(a). However, it is subject to 'Reasonable Restrictions' based on:
- (A) Public order and morality
  - (B) Sovereignty and integrity of India
  - (C) Contempt of Court
  - (D) All of the above
- Q9.** Identify the term for a short, catchy summary placed above the headline to give additional context to the news story:
- (A) Deck
  - (B) Kicker
  - (C) Dateline
  - (D) Banner
- Q10.** Which ethical guideline prevents a journalist from identifying a victim of sexual assault in their report?
- (A) Right to Information
  - (B) Right to Privacy
  - (C) Freedom of Press
  - (D) Attribution principle
- Q11.** A 'Press Conference' is organized by a PRO primarily when:
- (A) The news is routine and of minor importance
  - (B) The news is significant and requires interactive questioning by journalists
  - (C) The organization wants to keep information secret
  - (D) The organization has no budget for advertising
- Q12.** What is the main difference between 'Advertising' and 'Publicity'?



- (A) Advertising is free, while Publicity is paid
- (B) Advertising is a paid form of communication, while Publicity is non-paid
- (C) Advertising is always credible, while Publicity is not
- (D) There is no difference between the two

**Q13.** A company creates a series of advertisements focusing on its environmentally friendly manufacturing processes rather than its products. This is called:

- (A) Retail Advertising
- (B) Institutional / Corporate Advertising
- (C) Classified Advertising
- (D) Direct Mail Advertising

**Q14.** The 'AIDA' model in advertising stands for:

- (A) Action, Interest, Desire, Attention
- (B) Attention, Interest, Desire, Action
- (C) Awareness, Information, Data, Action
- (D) Attention, Information, Desire, Action

**Q15.** Who is considered a 'Stakeholder' in a Public Relations strategy?

- (A) Employees of the company
- (B) Shareholders and Investors
- (C) Local community and Customers
- (D) All of the above

**Q16.** The practice of managing the spread of information between an individual or an organization and the public to maintain a specific image is:

- (A) Marketing
- (B) Sales
- (C) Public Relations



(D) Journalism

**Q17.** The 'Floor Manager' in a TV studio serves as the primary link between:

- (A) The Director in the Control Room and the Talent on the floor
- (B) The Camera Operator and the Lighting Technician
- (C) The Scriptwriter and the Editor
- (D) The Sponsor and the Producer

**Q18.** Which of the following is a 'Post-production' activity?

- (A) Casting actors
- (B) Color Grading and Sound Mixing
- (C) Rehearsing scenes
- (D) Securing shooting permits

**Q19.** In TV production, 'Headroom' refers to:

- (A) The space between the top of the subject's head and the upper edge of the frame
- (B) The distance between the camera and the actor
- (C) The height of the studio ceiling
- (D) The time left before the broadcast starts

**Q20.** Match List-I (TV Personnel) with List-II (Responsibilities):

List-I	TV Personnel	List-II	Responsibilities
I.	Producer	A.	Responsible for the technical and creative look of the show
II.	Director	B.	Manages budget and overall administrative aspects
III.	Scriptwriter	D.	Develops the narrative and dialogue
IV.	Cinematographer	C.	Operates the camera during the shoot

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



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

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

**Q21.** A 'VO-SOT' (Voice Over - Sound on Tape) is a common format used in:

(A) Music Videos

(B) Television News Bulletins

(C) Cartoon Animation

(D) Radio Dramas

**Q22.** Which frequency band is primarily used for local, high-fidelity music broadcasting in cities?

(A) AM (Amplitude Modulation)

(B) FM (Frequency Modulation)

(C) SW (Short Wave)

(D) LW (Long Wave)

**Q23.** The 'Golden Rule' of Radio scriptwriting is to use \_\_\_\_\_ sentences to ensure clarity.

(A) Complex and compound

(B) Short and simple

(C) Descriptive and flowery

(D) Ambiguous and poetic

**Q24.** In a radio broadcast, 'Ambient Sound' refers to:

(A) The main voice of the RJ

(B) The background noise of a location that provides a sense of place

(C) The loud advertisements between segments

(D) A technical fault in the microphone



- Q25.** Which microphone is best suited for an interview where two people are sitting opposite each other using a single mic?
- (A) Unidirectional
  - (B) Bidirectional
  - (C) Omnidirectional
  - (D) Lapel Mic
- Q26.** The 'Kuleshov Effect' in cinema proves that the meaning of a shot is derived from:
- (A) The lighting used in the shot
  - (B) The acting of the performer
  - (C) Its relationship with the shots preceding and following it
  - (D) The resolution of the camera
- Q27.** Identify the film that marked the beginning of 'Talkies' (sound cinema) in India in 1931:
- (A) Raja Harishchandra
  - (B) Alam Ara
  - (C) Kisan Kanya
  - (D) Shree 420
- Q28.** Which Indian filmmaker is famous for 'The Apu Trilogy' and received an Honorary Oscar for his contribution to world cinema?
- (A) Guru Dutt
  - (B) Satyajit Ray
  - (C) Bimal Roy
  - (D) Yash Chopra
- Q29.** A 'Jump Cut' is an editing technique that:



- (A) Creates a smooth transition between two different locations
- (B) Breaks the continuity of time and creates a jarring, jerky effect
- (C) Slows down the action of a scene
- (D) Gradually fades the screen to black

**Q30.** The 'Viral' nature of social media content is largely driven by:

- (A) Government regulations
- (B) Algorithms and user shares
- (C) The high cost of internet data
- (D) Formal press releases

**Q31.** What is 'Phishing' in the digital world?

- (A) A hobby of catching fish using digital sensors
- (B) A fraudulent attempt to obtain sensitive information like passwords by disguising as a trustworthy entity
- (C) A social media trend of posting childhood photos
- (D) The process of increasing the speed of an internet connection

**Q32.** Which platform is known for its 'Micro-blogging' format, characterized by limited character counts?

- (A) Facebook
- (B) Instagram
- (C) X (formerly Twitter)
- (D) YouTube

**Q33.** In the context of New Media, 'FOMO' stands for:

- (A) Frequency of Media Operations
- (B) Fear of Missing Out
- (C) Formal Object of Media Output



(D) Fast Online Media Options

**Q34.** A 'Citizen Journalist' is someone who:

- (A) Works for a government-owned news agency
- (B) Is a common citizen who collects, reports, and analyzes news using digital tools
- (C) Only writes about the history of their city
- (D) Is a celebrity who makes a guest appearance on news

**Q35.** The 'Digital Divide' is a significant challenge in India because it causes:

- (A) Equality in information access
- (B) Unequal distribution of social and economic opportunities based on internet access
- (C) A decrease in the number of smartphone users
- (D) The end of traditional radio

**Q36.** Which of the following is an example of 'On-Demand' media consumption?

- (A) Watching a live news broadcast at 9 PM
- (B) Listening to a radio show at a specific time
- (C) Streaming a movie on Netflix whenever the user wants
- (D) Reading a physical newspaper delivered in the morning

**Q37.** 'Hypertextuality' in new media allows a user to:

- (A) Read only the text on a single page
- (B) Navigate between different pieces of information via clickable links
- (C) Watch videos in high definition
- (D) Block unwanted advertisements

**Q38.** The 'Information Overload' in the digital age often leads to:



- (A) Better understanding of complex issues
- (B) Decision fatigue and difficulty in verifying facts
- (C) Lower internet bills
- (D) Increased use of traditional libraries

**Q39.** Web 3.0 is envisioned as the 'Semantic Web' where \_\_\_\_\_ play a major role in understanding data like humans.

- (A) Typewriters
- (B) Artificial Intelligence and Machines
- (C) Printing Presses
- (D) Landline telephones

**Q40.** Who coined the phrase 'The Medium is the Message'?

- (A) Wilbur Schramm
- (B) Marshall McLuhan
- (C) Harold Lasswell
- (D) Johannes Gutenberg

### 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 rise of Public Relations (PR) in the 21st century has been fueled by the need for transparency and two-way communication. Unlike traditional advertising, which is a 'one-way' street where the company tells you why their product is great, PR focuses on building a relationship. A Public Relations Officer (PRO) is not just a spokesperson; they are a bridge between the organization and its various stakeholders, including employees, the media, and the government. In times of a 'Crisis,' the role of PR becomes even more critical.



A well-timed press release or a transparent press conference can save a brand's reputation that took years to build. However, the rise of social media has made the PRO's job harder. News travels faster than official statements, and 'fake news' can damage a brand's image before the PRO can even react."

- Q41.** According to the passage, how is PR different from Advertising?
- (A) Advertising is a two-way street, while PR is one-way
  - (B) PR focuses on building relationships and two-way communication
  - (C) Advertising is free, while PR is expensive
  - (D) There is no difference mentioned in the passage
- Q42.** Who are the 'stakeholders' mentioned in the passage?
- (A) Only the customers
  - (B) Employees, media, and government
  - (C) Only the company's CEO
  - (D) Foreign investors only
- Q43.** Why has social media made the PRO's job harder?
- (A) Because social media is very expensive to use
  - (B) Because news travels faster than official statements
  - (C) Because people no longer believe in PR
  - (D) Because social media does not allow press releases
- Q44.** What are the two tools mentioned in the passage for saving a brand's reputation during a crisis?
- (A) Radio ads and Billboard posters
  - (B) Press release and Transparent press conference
  - (C) TV commercials and Newspaper leaflets
  - (D) Sales discounts and Lucky draws



- Q45.** The role of a PRO is described as a 'bridge' between:
- (A) Two different advertising agencies
  - (B) The organization and its stakeholders
  - (C) The media and the audience only
  - (D) The government and the general public only

### 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.**

“Media Convergence is the process where various media forms like print, audio, and video merge into a single digital platform. This shift has changed the 'Internet Paradigm,' moving us away from traditional 'appointment viewing' where we had to be in front of a TV at a specific time. Today, the 'Rapidly of Opinion' on social media platforms means that an event happening in one corner of the world is discussed globally within minutes. This connectivity has created a 'Global Village,' but it also has a dark side. The 'Digital Divide' ensures that those without high-speed internet are left behind in this new economy. Furthermore, 'Trolling' and 'Cyber Activism' have become two sides of the same coin—one disrupting democratic roles and the other empowering them. To navigate this new media landscape, 'Netiquettes' have become essential for every digital citizen.”

- Q46.** What does 'Media Convergence' mean as per the passage?
- (A) The separation of different media forms
  - (B) The merging of print, audio, and video into one digital platform
  - (C) The end of the internet
  - (D) The growth of physical libraries



- Q47.** What has replaced 'appointment viewing' in the modern era?
- (A) Fixed radio schedules
  - (B) The Internet Paradigm and on-demand access
  - (C) Reading newspapers in the evening
  - (D) Watching movies only in theaters
- Q48.** According to the passage, what is the 'dark side' of the new connectivity?
- (A) The Global Village
  - (B) The Digital Divide
  - (C) Rapidity of Opinion
  - (D) Media Convergence
- Q49.** Which two things are described as 'two sides of the same coin'?
- (A) Print and Radio
  - (B) Trolling and Cyber Activism
  - (C) Internet and TV
  - (D) Global Village and Netiquettes
- Q50.** What is essential for every 'digital citizen' to navigate the new landscape?
- (A) A high-end camera
  - (B) Netiquettes
  - (C) A degree in journalism
  - (D) A television subscription



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

Noise in communication is any factor that disturbs, confuses, or interferes with the transmission of a message. While 'Physical Noise' refers to external sounds, 'Semantic Noise' occurs during the encoding or decoding process. It happens when the sender and receiver apply different meanings to the same words, phrases, or symbols. This is extremely common in intercultural communication where language nuances, idioms, and cultural symbols vary significantly, leading to a breakdown in understanding even if the message is heard clearly.

**Solution:**

1. Semantic noise is specifically related to the "meaning" of the message rather than the "volume" or "clarity" of the sound.
2. When individuals come from different cultural backgrounds, they carry different "Fields of Experience."
3. Option A is incorrect as technical failure is 'Mechanical' or 'Physical' noise.
4. Option C is 'Physical Noise' (environmental sound).
5. Option D is a spatial factor that might affect the channel but doesn't inherently cause semantic confusion.
6. Option B correctly identifies the core of semantic noise: the difference in interpretation. For example, a "thumbs up" gesture is positive in some cultures but offensive in others.
7. Therefore, the mismatch in interpreting symbols and meanings is the primary cause of increased semantic noise in this scenario.

**Final Answer:** Semantic Noise increases due to differences in the interpretation of symbols and meanings.

**Answer: (B)**



Q2.

**Solution****Concept:**

Intrapersonal communication is communication with oneself. It is the most basic and frequent level of communication, involving internal thought processes, silent reasoning, and self-reflection. Before we can communicate with others (Interpersonal), we must first process information internally. In this level of communication, the human brain and the Central Nervous System (CNS) function as the entire communication system—the brain acts as the source, the nerves as the channel, and the brain again as the receiver.

**Solution:**

1. Statement I claims intrapersonal communication is the foundation of all other levels. This is correct because every outward message (to a friend, a group, or a mass audience) begins as an internal thought.
2. Statement II claims the central nervous system acts as the transmission channel. In communication theory, the electrochemical impulses traveling through our nerves are the "signals," and the CNS is the "pathway" or channel.
3. Since the brain generates the idea and the nerves carry that impulse to create a thought or reaction, the CNS is indeed the biological channel for this level of communication.
4. Both statements are logically and scientifically sound within the context of communication studies.
5. Therefore, Option A is the correct choice as both statements are factually accurate.

**Final Answer:** Both Statement I and Statement II are correct.

**Answer: (A)**



Q3.

**Solution****Concept:**

Wilbur Schramm's Model of Communication (1954) moved away from the simple linear models to focus on the human element of the process. He introduced the "Field of Experience," which refers to the sum total of an individual's life experiences, culture, values, and knowledge. According to Schramm, effective communication only occurs in the area where the sender's and receiver's Fields of Experience overlap. If there is no overlap, the receiver will not be able to decode the message as intended by the sender.

**Solution:**

1. Aristotle's Model (Option B) is one of the oldest and focuses on rhetoric and the speaker.
2. Lasswell's Model (Option A) is a linear model that asks "Who says what...".
3. The Shannon-Weaver Model (Option D) is a mathematical/technical model focused on signal and noise.
4. Wilbur Schramm (Option C) was the first to emphasize that for a message to be truly understood, the source and receiver must share some common ground (Field of Experience).
5. This concept explains why people from different backgrounds might struggle to communicate effectively even if they speak the same language.
6. Thus, Schramm's model is the correct answer for the origin of this concept.

**Final Answer:** Schramm's Model introduced the concept of 'Field of Experience'.

**Answer: (C)**



Q4.

**Solution****Concept:**

Early models of communication, like the Shannon-Weaver or Lasswell models, were "Linear." This means they viewed communication as a one-way street: the sender sends a message, and the process ends when it reaches the receiver. However, real-life communication is an exchange. "Feedback" is the response given by the receiver back to the sender. The inclusion of feedback turns the linear line into a loop, making the process "Circular." This shift recognizes that the receiver is also a source of information.

**Solution:**

1. In a linear model, there is no way for the sender to know if the message was understood correctly.
2. By adding Feedback, the sender becomes a receiver of the response, and the receiver becomes the sender of that response.
3. This creates a continuous loop, which is why it is called a "Circular Model."
4. Option A is the exact opposite of what happened historically.
5. Option C and D describe different aspects of communication but do not relate to the structural change caused by feedback.
6. Therefore, the role of feedback was to evolve communication from a one-way transmission (Linear) into a dynamic, two-way exchange (Circular).

**Final Answer:** Feedback transformed the process from Linear to Circular.

**Answer: (B)**



Q5.

**Solution****Concept:**

Communication within a social or organizational structure is often categorized by its direction. "Downward Communication" occurs when information flows from the higher authorities (government, management, or experts) to the people at the grassroots level or subordinates. Its primary purpose is to provide instructions, explain policies, or share educational information. In the context of development communication, the government sharing information about welfare schemes with citizens is a classic example of this top-down flow.

**Solution:**

1. The source in the question is the "Government" (Higher authority) and the destination is the "Villagers" (Citizens/Grassroots).
2. Since the information is moving from the top of the administrative hierarchy to the bottom, it is Downward Communication (Option A).
3. Upward Communication (Option B) would be villagers sending their complaints or feedback to the government.
4. Horizontal Communication (Option C) would be farmers discussing the scheme amongst themselves.
5. Grapevine Communication (Option D) is informal, unofficial talk or rumors, which does not apply to a dedicated official radio station.
6. Therefore, Option A is the correct directional classification for this educational broadcast.

**Final Answer:** Educating villagers about government schemes is an example of Downward Communication.

**Answer: (A)**



Q6.

**Solution****Concept:**

Yellow Journalism refers to a type of reporting that emerged in the late 19th century, famously during the circulation war between Joseph Pulitzer's 'New York World' and William Randolph Hearst's 'New York Journal'. It is characterized by the use of lurid features and sensationalism over well-researched news. The goal of yellow journalism was not to inform the public accurately but to capture the audience's attention through shocking headlines, fake interviews, and large, dramatic illustrations to maximize newspaper sales and profits.

**Solution:**

1. The term "Yellow Journalism" came from a popular comic strip called "The Yellow Kid," which was used by these competing newspapers to attract readers.
2. Option B accurately describes the core features: sensationalism and exaggerated headlines.
3. Rigorous investigative reporting (Option A) is the opposite of yellow journalism; investigative journalism requires deep fact-checking, which yellow journalists often skipped.
4. Reporting on agriculture (Option C) or state-controlled news (Option D) describes developmental or propaganda journalism, respectively.
5. Yellow journalism is historically credited with helping push the United States into the Spanish-American War through sensationalized reports of Spanish atrocities.
6. Therefore, Option B is the definitive historical and technical definition.

**Final Answer:** Yellow Journalism is characterized by sensationalism and exaggerated headlines to increase circulation.

**Answer: (B)**



Q7.

**Solution****Concept:**

In journalism, news is categorized into two main types: Hard News and Soft News. Hard News refers to serious, timely stories about events that have just happened or are currently ongoing. These stories typically concern topics like politics, international affairs, crime, economy, or disasters. Hard news follows the "Inverted Pyramid" structure, focusing on the immediate impact and essential facts. Soft News, on the other hand, deals with human-interest stories, lifestyle, entertainment, and features that are not necessarily time-sensitive.

**Solution:**

1. The defining characteristic of hard news is its "immediacy" and "seriousness."
2. Option B describes this perfectly: a "time-sensitive report about an immediate event."
3. Option A is a misunderstanding of the word "hard," which in journalism refers to the solid nature of the facts, not the difficulty of reading.
4. Option C (celebrity biography) is a classic example of Soft News or Feature writing.
5. Option D (mathematical data) might be part of an economic hard news story, but data alone does not define the category.
6. Because hard news is urgent and factual, it forms the backbone of daily news bulletins and the front pages of newspapers.

**Final Answer:** Hard News is a time-sensitive report about an immediate event like a crime or accident.

**Answer: (B)**



Q8.

**Solution****Concept:**

Article 19(1)(a) of the Indian Constitution grants all citizens the right to freedom of speech and expression, which includes the freedom of the press. However, this right is not absolute. Article 19(2) allows the State to impose "reasonable restrictions" on this right to ensure that the freedom of one individual does not harm the collective security or morality of the nation. These restrictions must be specifically grounded in the law and are subject to judicial review to ensure they are truly "reasonable."

**Solution:**

1. The Constitution lists several grounds for restricting speech.
2. Public order and morality (Option A) are essential for a functioning society.
3. Sovereignty and integrity of India (Option B) ensures that speech is not used to incite secession or weaken the nation.
4. Contempt of Court (Option C) prevents speech that undermines the dignity or authority of the judiciary.
5. Other grounds include security of the State, friendly relations with foreign States, and defamation.
6. Since all the options listed are valid legal grounds for restricting free speech under the Indian Constitution, the correct answer is "All of the above."

**Final Answer:** Freedom of Speech is subject to restrictions based on all the provided options.

**Answer: (D)**



Q9.

**Solution****Concept:**

Newspaper design uses several structural elements to organize the page and catch the reader's eye. The "Headline" is the main title. A "Kicker" is a short, often evocative phrase or word placed above the main headline. It is usually set in a different font or style and serves to provide context, identify a regular column, or add a dramatic touch to the main news. It "kicks off" the reader's interest before they reach the primary headline.

**Solution:**

1. A "Deck" (Option A) is a secondary headline that sits \*below\* the main headline.
2. A "Dateline" (Option C) tells the reader where the story originated.
3. A "Banner" (Option D) is a massive headline that stretches across the entire width of the page.
4. The "Kicker" (Option B) is the specific term for the text placed \*above\* the headline to provide a lead-in or context.
5. For example, in the headline "CRICKET: India Wins World Cup," the word "CRICKET" acts as the kicker.
6. Therefore, based on the anatomical structure of a news page, Option B is the correct term.

**Final Answer:** A short summary placed above the headline is known as a Kicker.

**Answer: (B)**



Q10.

**Solution****Concept:**

Ethical journalism requires a balance between the "Public's Right to Know" and the "Individual's Right to Privacy." In sensitive cases like sexual assault, the law (Section 228A of the IPC in India) and journalistic ethics strictly prohibit the disclosure of the victim's identity. This is done to prevent social stigmatization and protect the victim from further trauma. Maintaining the anonymity of the victim is a core component of "Victim-Centric Reporting" and is mandatory for all media houses.

**Solution:**

1. While Freedom of the Press (Option C) allows journalists to report on the crime, it does not grant them the right to expose a victim's personal details.
2. The "Right to Information" (Option A) relates to the public accessing government records.
3. The "Attribution principle" (Option D) means stating the source of information.
4. The "Right to Privacy" (Option B) is the fundamental principle being protected here. Even in death, the privacy and dignity of a sexual assault victim must be maintained.
5. Violating this rule is not just an ethical breach but also a criminal offense in the Indian legal system.
6. Thus, privacy is the guiding ethical principle in this scenario.

**Final Answer:** The Right to Privacy prevents a journalist from identifying a victim of sexual assault.

**Answer: (B)**



Q11.

**Solution****Concept:**

A Press Conference is a high-profile Public Relations tool where an organization's representatives meet with journalists from various media houses simultaneously. Unlike a press release, which is a one-way document, a conference allows for interactive communication. It is reserved for major announcements—such as a merger, a crisis response, or a product launch—where the complexity of the news warrants direct questioning from the media to ensure clarity and transparency.

**Solution:**

1. Routine or minor news (Option A) should be handled via a simple press release or email to avoid wasting journalists' time.
2. If an organization wants to keep information secret (Option C), they would avoid the media entirely, not invite them to a conference.
3. Advertising budget (Option D) is irrelevant to the decision to hold a press conference, which is a PR function, not a paid ad placement.
4. A press conference is most effective when the news is "significant" and requires the PRO to manage "interactive questioning" (Option B) to prevent rumors and provide detailed explanations.
5. Therefore, the strategic value of a press conference lies in its two-way, real-time engagement.

**Final Answer:** A Press Conference is organized primarily when the news is significant and requires interactive questioning.

**Answer: (B)**

Q12.

**Solution****Concept:**

Advertising and Publicity are both forms of mass communication used to promote ideas or products, but they differ fundamentally in control and cost. Advertising is "earned space" that is paid for, giving the sender total control over the message, timing, and placement. Publicity is "earned media"—it is information released to the media as news. While the organization does not pay the media for the space, they also lose control over how the story is edited or presented by the journalist.

**Solution:**

1. The most objective distinction between the two is the financial transaction.
2. Advertising is always a paid form of communication (Option B).
3. Publicity is non-paid; it relies on the news value of the information to get coverage.
4. Option A is the exact opposite of reality.
5. Option C is incorrect because publicity is often considered \*more\* credible than advertising because it comes from a third-party journalist rather than the company itself.
6. Thus, the presence or absence of payment is the primary differentiator.

**Final Answer:** Advertising is a paid form of communication, while Publicity is non-paid.

**Answer: (B)**



Q13.

**Solution****Concept:**

Institutional Advertising (also known as Corporate Advertising) focuses on building the image, reputation, and philosophy of an organization rather than selling a specific product or service. By highlighting their values—such as environmental sustainability, social responsibility, or innovation—companies aim to build long-term trust and goodwill among stakeholders. This is a PR-driven form of advertising that sells the "company" rather than the "commodity."

**Solution:**

1. The scenario describes an ad focusing on "environmentally friendly processes" rather than "products."
2. This is a clear example of building the 'institution's' image.
3. Retail Advertising (Option A) focuses on local sales and specific product prices.
4. Classified Advertising (Option C) is for small, text-only ads like "Job Vacancies."
5. Direct Mail (Option D) is a method of delivery (sending letters/flyers), not a thematic category of content.
6. Because the goal is to promote the company's ethical standing, it is Institutional/Corporate Advertising.

**Final Answer:** Advertising a company's values rather than products is Institutional/Corporate Advertising.

**Answer: (B)**

Q14.

**Solution****Concept:**

The AIDA model is a classic advertising and marketing framework that describes the stages a consumer goes through before making a purchase. It acts as a checklist for creating effective advertisements: first, the ad must grab the consumer's gaze; second, it must hold their focus; third, it must make them want the product; and finally, it must tell them how to buy it.

[Image of AIDA model pyramid]

**Solution:**

1. **Attention:** The ad must catch the eye (using bold colors, headlines, or sounds).
2. **Interest:** It must provide details that keep the person engaged.
3. **Desire:** It must create a psychological want or need for the product.
4. **Action:** It must lead to a specific behavior (e.g., "Buy Now," "Visit our Website").
5. Option B follows this specific chronological and psychological sequence.
6. The other options mix up the terms or use words (like "Information" or "Data") that are not part of the standard AIDA acronym.

**Final Answer:** The AIDA model stands for Attention, Interest, Desire, Action.

**Answer: (B)**



Q15.

**Solution****Concept:**

In Public Relations, a "Stakeholder" is any individual or group that has an interest in, or is affected by, the actions and success of an organization. Unlike a "shareholder" (who only has a financial interest), a stakeholder is a broader term. PR involves managing the perceptions of all these groups to ensure the organization maintains its "Social License to Operate."

**Solution:**

1. Internal Stakeholders: Employees (Option A) are vital because they are the face of the company.
2. Financial Stakeholders: Shareholders and Investors (Option B) provide the capital.
3. External Stakeholders: The local community and Customers (Option C) provide the market and social environment.
4. Media, government, and suppliers are also stakeholders.
5. Since all these groups are impacted by the organization, the correct answer is "All of the above."

**Final Answer:** Stakeholders include employees, shareholders, community, and customers.

**Answer: (D)**

Q16.

**Solution****Concept:**

Managing the spread of information to maintain a specific public image is the core definition of Public Relations (PR). While marketing and sales focus on moving products and generating revenue, PR focuses on the "reputation" of the entity. PR professionals use various channels—such as media relations, events, and social media—to build a favorable relationship between an organization and the public. It is a strategic communication process that builds mutually beneficial relationships.

**Solution:**

1. Marketing (Option A) is a broader term encompassing product development, pricing, and distribution.
2. Sales (Option B) is the direct act of persuading a customer to buy a product.
3. Journalism (Option D) is the objective reporting of news, often acting as a watchdog over organizations.
4. Public Relations (Option C) is specifically dedicated to "image management" and "information flow" between an organization and its audience.
5. Therefore, based on the definition of managing perceptions and images, PR is the correct answer.

**Final Answer:** The practice of managing information to maintain an image is Public Relations.

**Answer: (C)**



Q17.

**Solution****Concept:**

The Floor Manager (or Stage Manager) is a vital role in television production. They act as the eyes and ears of the Director on the actual studio floor. Because the Director is usually located in a separate, soundproof Production Control Room (PCR), they cannot communicate directly with the actors or news anchors during a live broadcast. The Floor Manager wears a headset to hear the Director's instructions and uses hand signals to relay those cues to the talent, ensuring that everyone knows when to start, stop, or move to a different camera.

**Solution:**

1. The Floor Manager works on the "studio floor" where the action happens.
2. They take instructions from the Director in the Control Room.
3. They relay these instructions to the "Talent" (anchors, guests, or actors).
4. This role is essential for maintaining the timing and flow of the program.
5. Therefore, they serve as the primary link between the Control Room and the Talent (Option A).

**Final Answer:** The Floor Manager links the Director in the Control Room with the Talent on the floor.

**Answer: (A)**

Q18.

**Solution****Concept:**

The television production cycle is divided into three stages: Pre-production (planning), Production (filming), and Post-production (refining). Post-production is where the raw footage is transformed into a finished product. This stage involves "Non-Linear Editing" (NLE), where scenes are arranged, visual effects are added, and the audio is polished. It is the final opportunity to fix errors and enhance the storytelling before the content is broadcast to the public.

**Solution:**

1. Casting (Option A) and securing permits (Option D) are Pre-production tasks.
2. Rehearsing (Option C) happens just before or during the Production phase.
3. Color Grading (adjusting the visual look) and Sound Mixing (balancing voices and music) are specific technical tasks that occur after the shoot is over.
4. These are quintessential Post-production activities (Option B).

**Final Answer:** Color Grading and Sound Mixing are Post-production activities.

**Answer: (B)**



Q19.

**Solution****Concept:**

In cinematography and television production, "Headroom" is a composition rule used to ensure that the subject is framed aesthetically. If there is too much headroom, the person appears to be sinking in the frame; if there is too little, the person's head may appear to be "cut off" by the top of the screen. Proper headroom provides a balanced visual space that feels natural to the viewer. This is part of the basic "Rule of Thirds" in visual composition.

**Solution:**

1. Headroom refers to the vertical positioning of the subject within the frame.
2. Option A describes this accurately: the space between the top of the head and the upper edge of the frame.
3. Option B is "Subject Distance" or "Focus."
4. Option C is a physical architectural measurement.
5. Option D refers to the "Countdown" or "Buffer."
6. Therefore, Option A is the correct technical definition in a media context.

**Final Answer:** Headroom is the space between the subject's head and the upper edge of the frame.

**Answer: (A)**

Q20.

**Solution****Concept:**

Television and film crews are organized into a clear hierarchy of roles, each with specialized duties. Understanding these roles is essential for coordination. The Producer handles the "business" and administrative side, while the Director handles the "creative" and technical execution. The Scriptwriter provides the "blueprint" (words), and the Cinematographer (or DP) is responsible for the "look" (lighting and cameras).

**Solution:**

1. **Producer (I):** Manages budget and administrative aspects → Matches with (B).
2. **Director (II):** Responsible for the technical and creative look/execution → Matches with (A).
3. **Scriptwriter (III):** Develops the narrative and dialogue → Matches with (D).
4. **Cinematographer (IV):** While they manage the camera crew, their primary role is the technical/creative look through the lens (though Option C mentions operating the camera, in smaller productions, they often do both).
5. Comparing the matches: I-B, II-A, III-D, IV-C.
6. This sequence matches Option A perfectly.

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

**Answer: (A)**



Q21.

**Solution****Concept:**

In television news production, various acronyms are used to describe the structure of a news story. A "VO" (Voice Over) is when the anchor reads over video footage. A "SOT" (Sound on Tape) is a short interview clip or "soundbite" from a person involved in the story. Combining them into a "VO-SOT" allows the anchor to introduce a topic over visuals and then seamlessly transition to a first-hand account or expert opinion, providing a dynamic and authoritative feel to the news bulletin.

**Solution:**

1. VO-SOT is a fundamental building block of daily news reporting.
2. Radio Dramas (Option D) cannot use "SOT" in the television sense because they lack a visual "tape" or "video" component.
3. Music Videos (Option A) and Cartoons (Option C) are heavily edited artistic formats that do not use the specific news-gathering terminology of VO-SOT.
4. Television News Bulletins (Option B) rely on these formats to tell stories quickly and efficiently within a 30-minute or 60-minute broadcast.
5. Therefore, VO-SOT is a specific term belonging to the domain of broadcast journalism.

**Final Answer:** A VO-SOT is a common format used in Television News Bulletins.

**Answer: (B)**



Q22.

**Solution****Concept:**

Radio broadcasting uses different parts of the electromagnetic spectrum. AM (Amplitude Modulation) uses lower frequencies that can travel long distances but are prone to static. FM (Frequency Modulation) uses higher frequencies (88–108 MHz) that provide superior sound quality and are resistant to electrical interference. Because FM has a "high-fidelity" (Hi-Fi) capability, it is the standard choice for music stations and local city-based broadcasts where audio clarity is more important than long-distance reach.

**Solution:**

1. The question asks for a band used for "local, high-fidelity music."
2. FM (Option B) is the only band that offers the stereo sound and clear quality required for modern music broadcasting.
3. AM (Option A) is typically used for news and talk shows due to its lower sound quality.
4. Short Wave (SW) (Option C) and Long Wave (LW) (Option D) are used for international or very long-distance broadcasting, where the signal quality is often poor and subject to atmospheric noise.
5. Since FM signals travel in a "line of sight," they are perfect for localized, high-quality city broadcasts.

**Final Answer:** FM (Frequency Modulation) is primarily used for local, high-fidelity music broadcasting.

**Answer: (B)**



Q23.

**Solution****Concept:**

Radio is a transient medium—once a word is spoken, it cannot be "re-read" by the listener. Therefore, the "Golden Rule" of radio writing is "simplicity." To keep the listener engaged and ensure they don't get lost in complex thoughts, writers use the "S-V-O" (Subject-Verb-Object) structure. Short sentences are easier for the Radio Jockey (RJ) to read without running out of breath and much easier for the listener to process while they might be doing other activities like driving or cooking.

**Solution:**

1. Complex and compound sentences (Option A) are difficult for the ear to follow.
2. Poetic or ambiguous language (Option D) can be used in radio plays, but not as a general rule for standard broadcasting as it might lead to confusion.
3. Short and simple sentences (Option B) allow for a conversational tone, which is the most effective way to communicate on radio.
4. Descriptive language is good, but "flowery" language (Option C) often adds unnecessary length that distracts from the core message.
5. Thus, "Short and Simple" is the industry standard for radio scriptwriting.

**Final Answer:** The 'Golden Rule' is to use short and simple sentences to ensure clarity.

**Answer: (B)**

Q24.

**Solution****Concept:**

Ambient Sound (also known as "Nat Sound" or Natural Sound) is the background noise present in a specific environment. In radio production, ambient sound is not "noise" to be removed; instead, it is a storytelling tool. It helps transport the listener to the scene of the story. For example, the sound of chirping birds suggests a park, while the sound of honking horns suggests a busy city street. It provides the "theatre of the mind" with a realistic setting.

**Solution:**

1. Ambient sound is the "atmosphere" of a recording.
2. Option B correctly identifies it as the background noise that provides a "sense of place."
3. It is distinct from the main voice (Option A) and is not a technical fault (Option D).
4. While ads (Option C) are played during breaks, they are not referred to as ambient sound.
5. Journalists often record a few minutes of "room tone" or "ambience" to use as a bed for their voice-over to make the report sound more authentic.

**Final Answer:** Ambient Sound refers to the background noise of a location that provides a sense of place.

**Answer: (B)**



Q25.

**Solution****Concept:**

Microphones are chosen based on their pickup patterns. A "Bidirectional" microphone (also called a "Figure-8" pattern) is equally sensitive to sound coming from the front and the back, but it rejects sound coming from the sides. This makes it the perfect tool for a "face-to-face" interview. With one person sitting on each side of the microphone, both voices are captured clearly, while unwanted noise from the rest of the room (the sides) is minimized.

**Solution:**

1. Unidirectional (Option A) only picks up sound from one side, which would require the mic to be constantly moved back and forth.
2. Omnidirectional (Option C) picks up sound from everywhere, including distracting room echoes and background noise.
3. Bidirectional (Option B) creates two "lobes" of sensitivity (front and back), perfectly aligning with two people sitting opposite each other.
4. Lapel Mics (Option D) are worn by individuals and would require two separate microphones and a mixer.
5. For a single-microphone setup involving an interview between two people, the Bidirectional mic is the most efficient choice.

**Final Answer:** A Bidirectional microphone is best suited for two people sitting opposite each other.

**Answer: (B)**



Q26.

**Solution****Concept:**

The Kuleshov Effect is a fundamental film editing (montage) phenomenon demonstrated by Soviet filmmaker Lev Kuleshov in the 1910s and 1920s. It showed that viewers derive more meaning from the interaction of two sequential shots than from a single shot in isolation. In his famous experiment, Kuleshov cut together a shot of an actor's neutral face with three different following shots: a bowl of soup, a girl in a coffin, and a beautiful woman. Audiences perceived the actor's expression as hunger, grief, or desire, respectively, even though the footage of the face was exactly the same.

**Solution:**

1. The Kuleshov Effect highlights the importance of "Juxtaposition" in cinema.
2. It proves that the audience's emotional response is controlled by the order of images.
3. Option A and B are incorrect because the effect works specifically when the acting and lighting remain constant/neutral.
4. Option D is a technical quality (resolution) and has no impact on psychological meaning in this context.
5. Option C is the correct answer: the meaning comes from the "relationship with the shots preceding and following it."
6. This effect is the basis of modern film editing, allowing directors to guide the audience's subtextual understanding.

**Final Answer:** The Kuleshov Effect proves that the meaning of a shot is derived from its relationship with surrounding shots.

**Answer: (C)**



Q27.

**Solution****Concept:**

The history of Indian cinema transition from silent to sound occurred in 1931. While 'Raja Harishchandra' (1913) was the first silent feature, it lacked synchronous sound. 'Alam Ara' (The Ornament of the World), directed by Ardeshir Irani, was the first Indian "talkie." It featured sound, dialogue, and music, fundamentally changing the industry. The film was so popular that police had to be called to control the crowds at the Majestic Cinema in Bombay.

**Solution:**

1. Raja Harishchandra (Option A) is the first silent film.
2. Alam Ara (Option B) was released on March 14, 1931, marking the birth of sound in Indian cinema.
3. Kisan Kanya (Option C) was the first indigenous color film in India (1937).
4. Shree 420 (Option D) is a much later classic (1955) from Raj Kapoor.
5. The arrival of sound made music and dialogue central to Indian filmmaking, a tradition that continues in the "masala" format today.

**Final Answer:** 'Alam Ara' (1931) marked the beginning of 'Talkies' in India.

**Answer: (B)**

Q28.

**Solution****Concept:**

Satyajit Ray is the most internationally acclaimed Indian filmmaker. His debut film, 'Pather Panchali' (1955), along with 'Aparajito' and 'Apur Sansar', forms 'The Apu Trilogy'. This trilogy is celebrated for its lyrical realism and its depiction of the human condition in rural Bengal. Ray's work brought Indian cinema to the global stage, winning prizes at Cannes and Venice. In 1992, shortly before his death, the Academy of Motion Picture Arts and Sciences awarded him an Honorary Oscar for his lifetime achievement.

**Solution:**

1. Guru Dutt (Option A) was a brilliant filmmaker but is best known for 'Pyaasa' and 'Kaagaz Ke Phool', not the Apu Trilogy.
2. Bimal Roy (Option C) was a pioneer of social realism but not the creator of Apu.
3. Yash Chopra (Option D) is known for romantic blockbusters in commercial cinema.
4. Satyajit Ray (Option B) is the creator of the Apu Trilogy and remains the only Indian to have received an Honorary Academy Award for filmmaking.

**Final Answer:** Satyajit Ray created 'The Apu Trilogy' and received an Honorary Oscar.

**Answer: (B)**



Q29.

**Solution****Concept:**

In film editing, continuity is the principle of making the transition between shots feel seamless to the viewer. A "Jump Cut" is a violation of this continuity. It occurs when two shots of the same subject, taken from slightly different angles or at different times, are cut together. This makes the subject appear to "jump" across the screen or forward in time. While traditionally considered a mistake, it was popularized as an artistic choice by New Wave filmmakers like Jean-Luc Godard to create a sense of urgency or disorientation.

**Solution:**

1. A jump cut is specifically defined by its "jarring" and "discontinuous" nature.
2. Option A describes a "Match Cut" or a smooth transition.
3. Option C refers to "Slow Motion" or "Time Expansion."
4. Option D refers to a "Fade to Black."
5. Option B is the correct technical description: it "breaks the continuity of time and creates a jarring, jerky effect."
6. It is frequently used today in YouTube vlogs to remove "umms" and "ahhs" while keeping the energy high.

**Final Answer:** A Jump Cut breaks the continuity of time and creates a jarring, jerky effect.

**Answer: (B)**

Q30.

**Solution****Concept:**

"Virality" on social media refers to the rapid and wide-spread circulation of content (videos, images, or articles) across the internet. Unlike traditional media distribution, which is "top-down" (one broadcaster to many viewers), viral distribution is "peer-to-peer." The reach is amplified by computer algorithms that prioritize highly engaging content and by the individual actions of users who "like" and "share" the content with their own networks.

**Solution:**

1. Government regulations (Option A) usually limit or monitor content rather than making it go viral.
2. The high cost of data (Option C) would actually hinder content sharing.
3. Formal press releases (Option D) are traditional tools and rarely go "viral" in the organic social media sense.
4. Option B is the correct driver: "Algorithms and user shares." Platforms like TikTok or Instagram use algorithms to show popular content to people who don't even follow the creator, creating a snowball effect.

**Final Answer:** The 'Viral' nature of social media is driven by algorithms and user shares.

**Answer: (B)**



Q31.

**Solution****Concept:**

Phishing is a type of social engineering attack and cybercrime. It involves the use of deceptive emails, text messages, or websites to trick individuals into revealing sensitive personal information, such as login credentials, credit card numbers, or bank account details. The attacker usually poses as a legitimate institution (like a bank, a social media platform, or a government agency) to create a sense of urgency or fear, prompting the victim to click a malicious link or download an infected attachment.

**Solution:**

1. The term comes from "fishing"—the attacker casts a "hook" (the fake message) hoping a "fish" (the user) will bite.
2. Option B accurately defines it: "A fraudulent attempt to obtain sensitive information by disguising as a trustworthy entity."
3. Option A is a literal (and incorrect) interpretation of the phonetic sound of the word.
4. Option C describes a "trend" or "challenge," which is unrelated to cybersecurity.
5. Option D refers to bandwidth optimization or technical upgrades.
6. Phishing is a major concern in digital media as it exploits human psychology rather than just technical software vulnerabilities.

**Final Answer:** Phishing is a fraudulent attempt to obtain sensitive information by disguising as a trustworthy entity.

**Answer: (B)**



Q32.

**Solution****Concept:**

Micro-blogging is a broadcast medium that exists in the form of blogging. A micro-blog differs from a traditional blog in that its content is typically much smaller, consisting of short sentences, individual images, or video links. These platforms are designed for rapid, real-time communication. X (formerly Twitter) is the quintessential micro-blogging platform, famously known for its 280-character limit, which forces users to be concise and enables information to spread rapidly during breaking news events.

**Solution:**

1. Facebook (Option A) and Instagram (Option B) are social networking and photo-sharing sites respectively; while they allow short posts, they are not primarily defined as micro-blogs.
2. YouTube (Option D) is a video-sharing platform.
3. X (Option C) was built specifically on the micro-blogging format. Users "tweet" (post) short updates that appear on their followers' feeds.
4. Micro-blogging is highly influential in journalism because it allows reporters to provide live updates from the field directly to the audience.

**Final Answer:** X (formerly Twitter) is the platform known for its micro-blogging format.

**Answer: (C)**

Q33.

**Solution****Concept:**

FOMO (Fear of Missing Out) is a psychological phenomenon popularized by the rise of social media. It refers to the feeling of anxiety or apprehension that others might be having rewarding experiences from which one is absent. Social media platforms amplify this by providing a constant stream of curated, "highlight-reel" updates from friends and influencers. This often leads to a compulsive desire to stay connected and continuously check notifications to ensure one is not missing a trend, an event, or a conversation.

**Solution:**

1. The acronym FOMO is widely used in digital culture and media studies to discuss the psychological impact of social networking.
2. Option B (Fear of Missing Out) is the correct expansion.
3. Options A, C, and D are fabricated technical-sounding terms that do not exist in the context of media effects.
4. FOMO is often cited by researchers as a primary driver of social media addiction and decreased mental well-being among heavy users.

**Final Answer:** In New Media, FOMO stands for Fear of Missing Out.

**Answer: (B)**



Q34.

**Solution****Concept:**

Citizen Journalism (also known as public, participatory, or democratic journalism) refers to the act of non-professionals playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information. This has been made possible by the ubiquity of smartphones with high-quality cameras and high-speed internet access. Citizen journalists often reach the scene of an event before professional reporters, providing raw, unedited, and real-time perspectives that can challenge or complement official narratives.

**Solution:**

1. A citizen journalist does not require a formal degree or employment by a media house (eliminating Option A).
2. Their scope is global and current, not limited to local history (eliminating Option C).
3. Celebrity status is irrelevant to the definition (eliminating Option D).
4. Option B correctly identifies them as an "ordinary citizen who collects and reports news using digital tools."
5. Notable examples include citizens filming police interactions or reporting from disaster zones before mainstream media arrives.

**Final Answer:** A Citizen Journalist is a common citizen who collects, reports, and analyzes news using digital tools.

**Answer: (B)**



Q35.

**Solution****Concept:**

The Digital Divide is the social and economic gap between those who have access to information and communication technology (ICT) and those who do not. In a country like India, this divide is often visible along urban-rural, gender, and economic lines. When essential services like education (online classes), banking (UPI/Digital payments), and government schemes move online, those on the "wrong side" of the divide face a "double disadvantage"—they are not only poor but also lack the digital tools to escape poverty.

**Solution:**

1. The digital divide does not create equality; it reinforces inequality (eliminating Option A).
2. It does not necessarily decrease the number of users, but rather highlights the disparity in \*quality\* and \*frequency\* of access.
3. Option B is the correct social consequence: "Unequal distribution of social and economic opportunities based on internet access."
4. This divide affects "Digital Literacy," where even if people have a phone, they may not know how to use it for productive purposes like job searches or learning.

**Final Answer:** The Digital Divide causes unequal distribution of social and economic opportunities.

**Answer: (B)**

Q36.

**Solution****Concept:**

'On-Demand' media refers to a delivery method where content is available to the consumer at any time and on any device, rather than at a specific time scheduled by the broadcaster. This shift is a core characteristic of the 'Internet Paradigm,' where the power of scheduling has moved from the media house to the individual user. This has led to the rise of 'Binge-watching' and a decline in traditional 'Appointment Viewing.'

**Solution:**

1. Options A, B, and D all describe traditional media models where the timing is fixed (Live news at 9 PM, radio at a specific hour, or the morning newspaper).
2. Option C (Streaming a movie on Netflix whenever the user wants) is the definition of on-demand. The user selects the content and the time.
3. This is made possible by high-speed broadband and cloud storage, allowing thousands of viewers to watch the same content at different times.

**Final Answer:** Streaming a movie on Netflix whenever the user wants is an example of 'On-Demand' media.

**Answer: (C)**



Q37.

**Solution****Concept:**

Hypertextuality is a fundamental feature of New Media and the World Wide Web. It refers to the presence of 'Hyperlinks'—text or images that the user can click on to be immediately transported to another piece of related content, whether on the same page or a different website. This creates a non-linear reading experience. Unlike a physical book, which is designed to be read from start to finish, a hypertextual web page allows for a "web" of information that the user can navigate based on their personal interests.

**Solution:**

1. Option A describes the linear reading of a traditional text.
2. Option C and D refer to multimedia and security features, not the structure of the text itself.
3. Option B correctly identifies the core of hypertextuality: "navigate between different pieces of information via clickable links."
4. This feature is what makes the internet an 'interconnected' space.

**Final Answer:** Hypertextuality allows a user to navigate between information via clickable links.

**Answer: (B)**

Q38.

**Solution****Concept:**

Information Overload (or Infobesity) occurs when a person is exposed to more information than they can process or effectively use. In the digital age, with 24/7 news cycles, social media notifications, and infinite search results, users often struggle to distinguish between relevant and irrelevant information. This leads to psychological stress, reduced attention spans, and "Decision Fatigue," where the brain becomes so overwhelmed by choices and data that it struggles to make even simple decisions or verify the accuracy of the facts it encounters.

**Solution:**

1. While more information *should* lead to better understanding, "overload" actually prevents it (eliminating Option A).
2. Information overload has no direct correlation with lower bills (Option C).
3. Option B is the recognized sociological and psychological effect: "Decision fatigue and difficulty in verifying facts."
4. This environment is where misinformation thrives, as overwhelmed users are less likely to fact-check the content they share.

**Final Answer:** Information Overload leads to decision fatigue and difficulty in verifying facts.

**Answer: (B)**



Q39.

**Solution****Concept:**

The evolution of the web is often categorized into three phases. Web 1.0 was the "Read-Only" web (static pages). Web 2.0 is the "Social/Participatory" web (user-generated content). Web 3.0, also known as the 'Semantic Web' or 'Spatial Web,' is the next phase where data is structured so that it can be processed by machines. Artificial Intelligence (AI) and Machine Learning play a central role in Web 3.0, enabling the web to "understand" the context and meaning of data to provide more personalized and intelligent responses to users.

**Solution:**

1. The question asks what plays a major role in Web 3.0 for understanding data.
2. Typewriters and Landlines (Options A and D) are obsolete technologies in this context.
3. The Printing Press (Option C) was the revolution of the 15th century.
4. Option B (Artificial Intelligence and Machines) is the correct technological driver for the Semantic Web.
5. This allows for more advanced interactions like voice assistants and autonomous agents that can perform tasks on behalf of the user.

**Final Answer:** Web 3.0 is driven by Artificial Intelligence and Machines to understand data.

**Answer: (B)**

Q40.

**Solution****Concept:**

"The medium is the message" is one of the most famous and debated phrases in media theory, coined by Marshall McLuhan in his book \*Understanding Media: The Extensions of Man\* (1964). McLuhan argued that the characteristics of the medium itself (whether it is TV, radio, or print) have a greater impact on society and the human psyche than the specific content it carries. For example, the invention of the television changed the way we perceive time, space, and family life, regardless of whether people were watching news or cartoons.

**Solution:**

1. Wilbur Schramm (Option A) focused on human communication and the field of experience.
2. Harold Lasswell (Option C) focused on the linear flow of information.
3. Johannes Gutenberg (Option D) invented the printing press but did not coin this modern theoretical phrase.
4. Marshall McLuhan (Option B) is the Canadian theorist synonymous with this phrase.
5. He suggested that we should study the "vessel" (medium) rather than just the "content" to understand media's influence on culture.

**Final Answer:** Marshall McLuhan coined the phrase 'The Medium is the Message'.

**Answer: (B)**



Q41.

**Solution****Concept:**

The passage draws a clear distinction between the "directional" nature of Advertising and Public Relations. Advertising is described as a "one-way" street—the company controls the message and pushes it out to a passive consumer to promote a product. Public Relations, however, is presented as a "two-way" street that focuses on "transparency" and "building a relationship." While advertising seeks to sell, PR seeks to establish mutual understanding and trust between an organization and its public.

**Solution:**

1. The passage states: "Unlike traditional advertising, which is a 'one-way' street... PR focuses on building a relationship."
2. It explicitly highlights the need for "two-way communication" in the modern era.
3. This directly supports Option B.
4. Option A is the inverse of the passage's claim.
5. Option C is a common real-world distinction (advertising is paid, PR is earned), but it is not mentioned in the provided text.
6. Option D is incorrect as the text provides a specific comparison.

**Final Answer:** According to the passage, PR focuses on building relationships and two-way communication.

**Answer: (B)**

Q42.

**Solution****Concept:**

A "Stakeholder" in Public Relations is any group that has a vested interest in the organization's actions. Effective PR involves identifying these diverse groups and tailoring communication to address their specific concerns. The passage identifies the PRO as a "bridge" and lists the specific entities that the organization must communicate with to maintain its reputation and operational harmony.

**Solution:**

1. The passage defines the PRO as a "bridge between the organization and its various stakeholders."
2. It lists them explicitly: "...including employees, the media, and the government."
3. Option A, C, and D are partial or incorrect. While customers are stakeholders, they are not the \*only\* ones listed in the text.
4. Option B matches the list provided in the passage exactly.

**Final Answer:** The stakeholders mentioned are employees, media, and government.

**Answer: (B)**



Q43.

**Solution****Concept:**

The "Rapidity of Information" is a hallmark of the social media age. Information (and misinformation) can now go viral in seconds, bypassing the traditional time cycles of corporate communication. For a Public Relations Officer, this means the "golden hour" to respond to a crisis has shrunk to mere minutes. If a brand does not control its narrative immediately, the public (or "trolls") will define it for them, leading to significant reputational damage.

**Solution:**

1. The passage notes that social media makes the job harder because "News travels faster than official statements."
2. It also mentions that "'fake news' can damage a brand's image before the PRO can even react."
3. Option B captures the core difficulty of timing mentioned in the text.
4. While cost (Option A) and public belief (Option C) are general PR challenges, they are not the reason cited in this passage for the difficulty posed by social media.

**Final Answer:** Social media makes the job harder because news travels faster than official statements.

**Answer: (B)**

Q44.

**Solution****Concept:**

"Crisis Management" is a specialized sub-field of PR. When an organization's reputation is threatened, the goal is to provide accurate information to stop rumors. The passage suggests that transparency is the best policy during a crisis. Two specific professional tools are mentioned that allow an organization to speak directly to the media and the public to clarify their position and demonstrate accountability.

**Solution:**

1. The passage states: "A well-timed press release or a transparent press conference can save a brand's reputation..."
2. These are the two primary tools identified for crisis situations in the text.
3. Option B matches these tools exactly.
4. The other options list marketing tools (ads, posters, discounts) which are generally considered inappropriate or ineffective for immediate crisis reputation management.

**Final Answer:** The two tools mentioned are the press release and a transparent press conference.

**Answer: (B)**

Q45.

**Solution****Concept:**

The metaphor of a "bridge" in PR illustrates the role of the PRO as a facilitator of information. They translate the organization's goals into messages the public can understand, and they relay the public's concerns back to the organization's management. Without this bridge, an organization can become "tone-deaf" to its environment, leading to a loss of social trust and market share.

**Solution:**

1. The passage explicitly describes the PRO as a "bridge between the organization and its various stakeholders."
2. This indicates that the PRO represents the organization to the outside world and vice-versa.
3. Option B is the most accurate reflection of this relationship as described in the text.
4. Options C and D are too narrow, as the passage lists employees and the government as well, not just the media or general public.

**Final Answer:** The PRO is described as a bridge between the organization and its stakeholders.

**Answer: (B)**

Q46.

**Solution****Concept:**

Media Convergence is the blurring of boundaries between traditional media platforms. In the analog era, you read a newspaper, listened to a radio, and watched a TV separately. In the digital era, these "converge" into a single stream of data. This allows for multimedia storytelling where a single news article can contain text, an embedded podcast, and a video clip, all consumed on a single device like a smartphone.

**Solution:**

1. The passage defines Media Convergence as the process where "various media forms like print, audio, and video merge into a single digital platform."
2. This is the classic definition of convergence in media studies.
3. Option B is a direct paraphrase of this definition.
4. Option A is the opposite (divergence).
5. Option C and D are not supported by the text's description of technological evolution.

**Final Answer:** Media Convergence means the merging of print, audio, and video into one digital platform.

**Answer: (B)**



Q47.

**Solution****Concept:**

The "Internet Paradigm" refers to the fundamental shift in the logic of media consumption. In the old paradigm, media was "appointment-based"—the audience had to adapt to the schedule of the broadcaster. In the new paradigm, media is "on-demand." This shift has democratized content but also fragmented the audience, as people no longer share a single synchronized media experience.

**Solution:**

1. The passage explains that the shift moved us away from "traditional 'appointment viewing' where we had to be in front of a TV at a specific time."
2. It attributes this to the internet paradigm and the connectivity of social media.
3. Option B ("The Internet Paradigm and on-demand access") is the correct successor to appointment viewing as per the context.
4. Option A, C, and D are all examples of the old, scheduled, or limited access models.

**Final Answer:** Appointment viewing has been replaced by the Internet Paradigm and on-demand access.

**Answer: (B)**

Q48.

**Solution****Concept:**

While connectivity brings the world together, it does so unevenly. The "Digital Divide" is the dark side of the digital revolution. If society becomes entirely dependent on the internet for education, jobs, and government services, those without access (due to poverty, geography, or lack of infrastructure) are effectively "erased" from the modern world. This creates a new form of social stratification.

**Solution:**

1. The passage states: "This connectivity has created a 'Global Village,' but it also has a dark side."
2. It immediately follows this with: "The 'Digital Divide' ensures that those without high-speed internet are left behind..."
3. Option B is the explicit "dark side" identified by the author.
4. While Trolling (Option B in Q49) is a problem, it is not what the text refers to in this specific sentence regarding connectivity and the economy.

**Final Answer:** The 'dark side' of connectivity mentioned is the Digital Divide.

**Answer: (B)**

Q49.

**Solution****Concept:**

The passage explores the dual nature of social media engagement. One side is destructive (Trolling), aimed at disrupting dialogue and attacking individuals. The other side is constructive (Cyber Activism), aimed at mobilizing people for positive social or political change. The "coin" metaphor suggests that they both originate from the same source: the power of the individual to speak freely and widely on digital platforms.

**Solution:**

1. The passage states: "'Trolling' and 'Cyber Activism' have become two sides of the same coin..."
2. It further explains their roles: "...one disrupting democratic roles and the other empowering them."
3. This leads directly to Option B.
4. The other pairs listed (Print/Radio, Internet/TV) are forms of media, but the "coin" metaphor is specifically used for behaviors/activities in this text.

**Final Answer:** Trolling and Cyber Activism are described as two sides of the same coin.

**Answer: (B)**

Q50.

**Solution****Concept:**

Netiquette is a social safeguard for the digital world. Just as we need traffic rules to drive safely on roads, we need netiquettes to interact safely and respectfully in the "Global Village." They include rules like not spamming, respecting privacy, avoiding hate speech, and citing sources. As the passage suggests, these are the essential skills for any "digital citizen" to survive and thrive in a converged media landscape.

**Solution:**

1. The final sentence of the passage concludes: "To navigate this new media landscape, 'Netiquettes' have become essential for every digital citizen."
2. Option B is the direct answer.
3. While a camera (Option A) or internet (Option D) are tools, the "essential" social behavior for \*navigating\* (interacting within) the landscape is Netiquette.
4. A journalism degree (Option C) is a professional qualification, not a requirement for every "citizen."

**Final Answer:** Netiquettes are essential for every digital citizen to navigate the new landscape.

**Answer: (B)**



## Answer Key

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

