

## CUET-UG Mass Media & Communication Sample Paper - 9

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 for Social Change,' the concept of the 'Digital Divide' is no longer just about access to hardware, but also about:
- (A) The speed of the processor in the user's device
  - (B) The 'Information Literacy' required to navigate and utilize digital content
  - (C) The number of social media followers a user has
  - (D) The proximity of the user to a metropolitan city
- Q2.** The 'Magic Multiplier' effect, theorized by Wilbur Schramm, suggests that Mass Media can accelerate social change by:
- (A) Increasing the cost of traditional education
  - (B) Spreading information and modern attitudes to a large audience quickly
  - (C) Ensuring that the government has a monopoly over all narratives
  - (D) Reducing the need for interpersonal communication in rural areas
- Q3.** The transition from 'Black and White' to 'Color' television was not just a technical upgrade but a psychological one, because color:
- (A) Reduced the amount of data required for transmission
  - (B) Increased the 'Realism' and emotional engagement of the viewer
  - (C) Made the television sets cheaper to manufacture
  - (D) Eliminated the need for specialized studio lighting



- Q4.** In the 'Diffusion of Innovations' theory, which group is the last to adopt a new communication technology or social practice?
- (A) Early Adopters
  - (B) Early Majority
  - (C) Laggards
  - (D) Innovators
- Q5.** A 'Soft Lead' in an Inverted Pyramid story is typically used when:
- (A) The news is an urgent breaking story about a natural disaster
  - (B) The story is a feature or human-interest piece where the 'Hook' is more important than immediate facts
  - (C) The journalist wants to hide the 'Who' and 'What' from the reader
  - (D) The story is written for a technical medical journal
- Q6.** The '1H' in the 5Ws and 1H framework—'How'—is most critical in which type of journalism?
- (A) Celebrity Gossip
  - (B) Explanatory or Process-driven Journalism
  - (C) Brief news bulletins
  - (D) Obituary writing
- Q7.** In the Shannon-Weaver Model, the concept of 'Channel Capacity' (C) is mathematically defined by the relationship between bandwidth and the signal-to-noise ratio. In the context of mass media evolution, how does 'Entropy' function within this model?
- (A) It represents the total lack of information in a system, leading to a complete breakdown of the Social Change paradigm.
  - (B) It refers to the measure of uncertainty or randomness in a message; higher entropy implies the source has more choices for information transmission.



- (C) It is a biological term used to describe the degradation of radio waves over long geographical distances in rural development.
- (D) It represents the 'Gatekeeper's' ability to filter out non-essential data before it reaches the 'Transmitter' stage.

**Q8.** Under the Law of Defamation, 'Libel' refers to a defamatory statement made in:

- (A) Spoken words or gestures (transient form)
- (B) Printed or permanent form (written, broadcast, or published)
- (C) A private diary that was never shown to anyone
- (D) A court of law during a trial

**Q9.** Match the advertising or PR strategy with the scenario in which it is most appropriately used:

Strategy	Scenario
A. Covert Advertising	i. Hidden promotion inside a web series
B. Crisis Management	ii. Restoring company image after controversy
C. Brand Building	iii. Creating long-term customer loyalty
D. Public Relations Officer	iv. Managing communication between media and company

- (A) A-i, B-ii, C-iii, D-iv
- (B) A-iii, B-i, C-iv, D-ii
- (C) A-ii, B-iii, C-i, D-iv
- (D) A-iv, B-ii, C-iii, D-i

**Q10.** The 'Doctrine of Fair Reportage' (Neutral Reportage) serves as a common-law defense in defamation cases. For a journalist to successfully invoke this defense, which of the following conditions must be met?

- (A) The journalist must prove that the defamatory statement is 100% factually true.
- (B) The journalist must have published the statement with 'Actual Malice' to expose a public official.



- (C) The report must be an accurate, disinterested, and neutral account of a dispute involving a public figure, regardless of the reporter's belief in the statement's truth.
- (D) The journalist must have obtained written consent from the person being defamed before publication.

**Q11.** The 'Code of Ethics' by the Press Council of India explicitly warns journalists against 'Chequebook Journalism,' which means:

- (A) Charging readers a high subscription fee for news
- (B) Paying sources for information or exclusive interviews
- (C) Using credit cards to pay for office supplies
- (D) Reporting on the financial status of national banks

**Q12.** In Journalism, the principle of 'Anonymity' for a source should only be granted when:

- (A) The source is a close friend of the reporter
- (B) The information is vital and the source faces a credible threat of physical or professional harm
- (C) The reporter is too lazy to verify the source's name
- (D) The source wants to promote their own commercial product secretly

**Q13.** Arrange the following television production activities with the stage where they are mainly performed:

Activity	Production Stage
A. Storyboarding	i. Production
B. Camera Recording	ii. Post-production
C. Video Editing	iii. Pre-production
D. News Bulletin Format	iv. Programme Format

- (A) A-iii, B-i, C-ii, D-iv
- (B) A-i, B-ii, C-iv, D-iii
- (C) A-ii, B-iii, C-i, D-iv



(D) A-iv, B-i, C-iii, D-ii

**Q14.** Match the radio equipment or concept with its most suitable application:

Equipment/Concept	Application
A. Condenser Microphone	i. Used for balancing different sound inputs
B. Mixer Console	ii. Ideal for studio voice recording
C. Amplifier	iii. Enhances weak audio signals
D. Scripting for the Ear	iv. Writing short and conversational sentences

(A) A-ii, B-i, C-iii, D-iv

(B) A-i, B-ii, C-iv, D-iii

(C) A-iii, B-iv, C-i, D-ii

(D) A-iv, B-iii, C-ii, D-i

**Q15.** In 'Crisis Management,' the first 24 hours of a crisis are known as the 'Golden Hour.' Why?

(A) Because the organization can make the most profit during this time

(B) Because it is the critical window to control the narrative before misinformation spreads

(C) Because the media usually ignores crises for the first day

(D) Because it is the time when the PRO takes a holiday

**Q16.** A 'Press Kit' prepared by a PRO for a product launch typically includes:

(A) A list of all the company's private bank accounts

(B) A press release, high-resolution images, and a fact sheet about the product

(C) The personal phone numbers of all company employees

(D) A copy of the company's tax returns for the last ten years

**Q17.** 'Corporate Identity' is built through the consistent use of:

(A) Logos, house colors, and corporate philosophy across all communication

(B) Different slogans for every different city



- (C) Anonymous social media accounts to attack competitors
- (D) Higher prices than all other brands in the market

**Q18.** The main difference between Advertising and Public Relations is that:

- (A) Advertising is 'earned' media, while PR is 'paid' media
- (B) Advertising is 'paid' media, while PR focuses on 'earned' reputation and relationships
- (C) Advertising is only for products, while PR is only for politicians
- (D) PR is always more expensive than Advertising

**Q19.** Match the film personality, movement, or concept with the correct statement:

Film Personality/Concept	Statement
A. Dadasaheb Phalke	i. Introduced early public film screenings in Europe
B. Lumière Brothers	ii. Known as the father of Indian cinema
C. Parallel Cinema	iii. Focused on realism and social issues
D. Film Genres	iv. Classification such as thriller or comedy

- (A) A-ii, B-i, C-iii, D-iv
- (B) A-i, B-iii, C-iv, D-ii
- (C) A-iii, B-ii, C-i, D-iv
- (D) A-iv, B-i, C-ii, D-iii

**Q20.** The 'Master Control Room' (MCR) in a TV station is responsible for:

- (A) Writing the scripts for the news anchors
- (B) The final technical quality check and the actual transmission of the signal
- (C) Designing the costumes for the talk show host
- (D) Selling advertisement slots to local businesses

**Q21.** A 'POV' (Point of View) shot in TV production is used to:

- (A) Show the audience what a specific character is seeing through their own eyes



- (B) Show the director's face during the shoot
- (C) Hide the background of a poorly designed set
- (D) Save time during the editing process

**Q22.** The 'Reality TV' format is highly popular among producers primarily because:

- (A) It requires the most expensive actors in the industry
- (B) It has lower production costs compared to scripted dramas while maintaining high viewer engagement
- (C) It is the only format that does not require an editor
- (D) It is legally required by the government to be broadcast daily

**Q23.** In radio scripting, the term 'Signposting' refers to the technique of:

- (A) Using physical signs in the studio to alert the guest
- (B) Using verbal cues to tell the listener where the program has been and where it is going
- (C) Marking the script with highlighters for different speakers
- (D) Identifying the location of the nearest radio tower

**Q24.** Which type of microphone is most commonly used in professional radio studios for its high sensitivity and ability to capture a 'warm' vocal tone, despite requiring an external power source (Phantom Power)?

- (A) Dynamic Microphone
- (B) Ribbon Microphone
- (C) Condenser Microphone
- (D) Carbon Microphone

**Q25.** The 'Equalizer' (EQ) function on a radio mixer is used to:

- (A) Increase the total wattage of the transmitter
- (B) Adjust the balance between different frequency components (Bass, Mid, Treble) of an audio signal



- (C) Automatically delete silent gaps in a recording
- (D) Synchronize the audio with a video feed

**Q26.** The 'Lumière Cinématographe' was unique for its time because it functioned as a:

- (A) Camera, film processor, and projector all in one portable unit
- (B) Projector that could only be used in total darkness
- (C) Device for viewing films through a small magnifying glass
- (D) Camera that could only record at 60 frames per second

**Q27.** Dadasaheb Phalke is known as the 'Father of Indian Cinema' primarily because he:

- (A) Brought the first Lumiere films to India for screening
- (B) Produced and directed the first indigenous Indian feature film, 'Raja Harishchandra'
- (C) Founded the first film school in Mumbai
- (D) Invented the first sound-on-film technology in Asia

**Q28.** The 'Parallel Cinema' movement in India, exemplified by films like 'Manthan,' was fundamentally defined by its rejection of:

- (A) Color cinematography and high-definition lenses
- (B) The mainstream Bollywood 'Masala' formula and commercial escapism
- (C) The use of any background music or dialogue
- (D) Regional languages in favor of English

**Q29.** The 'German Expressionism' film genre is best known for its use of:

- (A) Naturalistic acting and real-world locations
- (B) Distorted sets, heavy shadows, and stylized acting to represent inner psychological states
- (C) Bright, saturated colors and musical dance numbers



(D) Documentary-style handheld camera work

**Q30.** Match the following new media developments with their corresponding outcomes:

New Media Development	Outcome
A. Media Convergence	i. Faster circulation of public opinion online
B. Internet Paradigm Shift	ii. Transition from passive audience to interactive users
C. Rapidity of Opinion	iii. Integration of TV, radio, print, and internet
D. User-generated Content	iv. Audiences becoming content creators

(A) A-iii, B-ii, C-i, D-iv

(B) A-ii, B-iii, C-iv, D-i

(C) A-i, B-iv, C-ii, D-iii

(D) A-iv, B-i, C-iii, D-ii

**Q31.** The 'Democratic Role' of social media is most effectively demonstrated through 'Citizen Journalism,' which occurs when:

(A) Governments hire social media influencers to promote new laws

(B) Ordinary individuals use mobile devices and social platforms to report news in real-time

(C) Professional news channels delete their Twitter accounts

(D) Access to social media is restricted during elections

**Q32.** Which 'Netiquette' rule specifically addresses the habit of writing messages in ALL CAPITAL LETTERS?

(A) It is considered the most efficient way to emphasize a point

(B) It is considered 'Shouting' and is generally perceived as rude or aggressive

(C) It is required for all formal digital communication

(D) It helps in faster indexing by search engine algorithms



- Q33.** In the context of social media, 'Trolling' is technically defined as:
- (A) Providing constructive criticism on a brand's page
  - (B) Posting inflammatory, off-topic, or provocative content to disrupt a community or upset users
  - (C) Sharing news stories from verified sources
  - (D) Following a large number of accounts in a single day
- Q34.** During a live radio broadcast, a technician notices that the 'Peak Program Meter' (PPM) is consistently hitting the 'Red Zone' despite the channel faders being at a low position. Which stage of the Mixer/Amplifier signal flow is likely misconfigured, and what is the technical consequence?
- (A) The 'Master Fader' is too low, causing a 'Signal-to-Noise' floor collapse.
  - (B) The 'Input Gain/Trim' is set too high, leading to 'Clipping' and harmonic distortion before the signal reaches the fader.
  - (C) The 'Equalizer' (EQ) has been bypassed, causing the 'High-Pass Filter' to amplify low-end frequencies.
  - (D) The 'Phantom Power' (+48V) is insufficient for the Dynamic Microphone, resulting in an impedance mismatch.
- Q35.** The concept of 'Data Sovereignty' on social media refers to:
- (A) The right of a social media company to sell user data to anyone
  - (B) The legal idea that data is subject to the laws of the country in which it is collected
  - (C) The total speed at which data travels across the internet
  - (D) The number of likes a post receives within the first hour
- Q36.** 'Media Convergence' allows a single news story to be distributed across print, television, and the web. This is primarily a result of:
- (A) 'Digitization,' where all types of information are converted into binary code
  - (B) The physical merging of all media offices into one building



- (C) A law that mandates all newspapers to have a YouTube channel
- (D) The disappearance of the radio industry

**Q37.** The 'Internet Paradigm Shift' has changed the concept of 'Glocalization.' This term refers to:

- (A) The total removal of local news in favor of global news
- (B) The adaptation of global media products to suit local cultures and markets
- (C) The use of satellites to block local radio signals
- (D) The banning of global social media apps in specific local regions

**Q38.** The 'Rapidity of Opinion' on New Media often leads to 'Viral Misinformation' because:

- (A) Digital platforms pay users for every fake story they share
- (B) Speed of sharing often takes precedence over the time required for factual verification
- (C) Algorithms are programmed to prioritize facts over emotional engagement
- (D) New Media users are legally barred from reading traditional newspapers

**Q39.** Which concept describes the 'non-linear' way in which users consume New Media, jumping from one piece of content to another via links?

- (A) Sequential Narrative
- (B) Hypertextuality
- (C) Analogical Flow
- (D) Mono-directional Stream

**Q40.** In the 'Internet Paradigm,' the 'Long Tail' theory suggests that:

- (A) Only the top 10
- (B) The collective demand for niche products/content can equal or exceed the demand for mainstream hits
- (C) Social media accounts with long names are more likely to be hacked



(D) The internet will eventually return to an analog state

### 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 'Information Age' has fundamentally altered the 'Screen-to-Society' relationship. In the mid-20th century, the 'Parallel Cinema' movement in India, led by auteurs like Satyajit Ray and Shyam Benegal, sought to challenge the hegemony of the 'escapist' masala format by grounding narratives in social realism and neo-realism. However, the contemporary digital era has introduced a different kind of realism—the 'Real-Time' reality of New Media. Through 'Media Convergence,' the cinematic experience is no longer confined to the darkened theater but is fragmented across multiple devices. While this has empowered 'Cyber Activism,' it has also birthed the 'Trolling' culture, where the 'Rapidity of Opinion' often replaces constructive discourse. The 'Internet Paradigm Shift' thus presents a paradox: we have more tools for democracy than ever before, yet we are increasingly siloed into 'Echo Chambers' by the very algorithms that promised to connect us."

**Q41.** According to the passage, how did 'Parallel Cinema' attempt to change the Indian cinematic landscape?

- (A) By introducing more song-and-dance sequences to attract international audiences
- (B) By grounding narratives in social realism and challenging escapist formats
- (C) By focusing exclusively on high-budget action sequences
- (D) By banning the use of regional languages in film

**Q42.** The passage suggests that 'Media Convergence' has resulted in the cinematic experience becoming:

- (A) Restricted only to traditional theaters
- (B) Fragmented across multiple digital devices and platforms



- (C) Entirely dependent on state-controlled broadcasting
- (D) A purely auditory experience without any visuals

**Q43.** Which of the following is described as a 'paradox' of the 'Internet Paradigm Shift' in the text?

- (A) Having fewer democratic tools but more social connection
- (B) Having more democratic tools but being siloed into 'Echo Chambers'
- (C) The total disappearance of 'Trolling' culture in the digital era
- (D) Algorithms becoming less powerful as the internet grows

**Q44.** What is identified as the primary driver behind the replacement of 'constructive discourse' with 'Trolling' culture?

- (A) The slow pace of traditional news reporting
- (B) The 'Rapidity of Opinion' inherent in New Media
- (C) The lack of internet access in rural areas
- (D) The high cost of producing social realism films

**Q45.** In the context of the passage, 'Social Realism' is most closely associated with:

- (A) Escapist masala films
- (B) The Parallel Cinema movement
- (C) The technical process of Media Convergence
- (D) The development of algorithmic curation

### 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.**

"The contemporary global media landscape is increasingly defined by 'Media Conglomeration,' where a handful of transnational corporations exercise disproportionate control over the production and distribution of cultural goods.



This concentration of ownership has reignited debates surrounding 'Cultural Imperialism'—the theory that the dominant flow of media from Western centers to the global periphery threatens indigenous identities and local media ecosystems. Proponents of 'Globalization' argue that 'Media Convergence' and the internet have decentralized this power, allowing for a 'Counter-Flow' of content from the East and South. However, critics point out that even in a digital world, 'Algorithmic Bias' often prioritizes content from wealthy conglomerates, creating a 'Digital Hegemony' that marginalizes independent voices. The challenge for the modern 'Public Service Broadcaster' is to maintain a 'Pluralistic' media environment that resists commercial homogenization while embracing technological innovation."

- Q46.** According to the passage, the concentration of media ownership in a few transnational corporations is known as:
- (A) Media Pluralism
  - (B) Media Conglomeration
  - (C) Digital Hegemony
  - (D) Indigenous Branding
- Q47.** The theory of 'Cultural Imperialism' primarily expresses concern over:
- (A) The lack of technological innovation in Western media
  - (B) The threat to local identities posed by a dominant Western media flow
  - (C) The high cost of internet data in developing nations
  - (D) The disappearance of public service broadcasting in the West
  - (E)
- Q48.** What does the term 'Counter-Flow' refer to in the context of global media?
- (A) The process of deleting digital content to save server space
  - (B) The movement of media content from the global East and South to the rest of the world
  - (C) The systematic blocking of international news by local governments



(D) The increase in television advertisements during prime time

**Q49.** Why do critics argue that 'Algorithmic Bias' contributes to 'Digital Hegemony'?

(A) Because algorithms are designed to ignore all forms of advertising

(B) Because algorithms often prioritize content from wealthy conglomerates over independent voices

(C) Because algorithms only function in Western languages

(D) Because algorithms prevent 'Media Convergence' from happening

**Q50.** In the concluding sentence, the author suggests that a 'Public Service Broadcaster' should aim for a 'Pluralistic' media environment. This means:

(A) A system where only one government-approved viewpoint is allowed

(B) A diverse media landscape representing a variety of voices and perspectives

(C) A media environment that focuses exclusively on making a profit

(D) A system that rejects all forms of technological innovation



**Detailed Solutions****Q1.****Solution**

**Concept:** The modern concept of the ‘Digital Divide’ extends beyond merely owning digital devices or having internet access. In communication for social change, it also includes the ability to understand, evaluate, and effectively use digital information. This skill is known as ‘Information Literacy.’ Without digital literacy, people may have access to technology but still remain excluded from educational, economic, and social opportunities created through digital communication platforms.

**Solution:** The question asks about the broader meaning of the Digital Divide in contemporary communication studies. Earlier, the divide mainly referred to unequal access to computers, smartphones, or internet connectivity. However, with rapid digital expansion, scholars realized that access alone is insufficient. Many users may own devices but lack the knowledge to search, analyze, verify, and utilize information effectively. This gap in understanding and digital skills creates another layer of inequality. Option (A) is incorrect because processor speed is a technical specification, not a social communication issue. Option (C) is unrelated since social media popularity does not determine digital inclusion. Option (D) focuses only on geography and ignores literacy skills. Therefore, the most accurate answer is the importance of information literacy in navigating and using digital content effectively.

**Final Answer:** The ‘Information Literacy’ required to navigate and utilize digital content

**Answer: (B)**



Q2.

**Solution**

**Concept:** Wilbur Schramm's 'Magic Multiplier' theory explains how mass media can accelerate development and social transformation. Media acts as a multiplier because it spreads ideas, education, and modern values rapidly to large populations. Through newspapers, radio, television, and digital platforms, societies can become more informed and aware. This process encourages behavioral change, modernization, and participation in development activities, especially in areas related to health, education, agriculture, and governance.

**Solution:** The question focuses on Schramm's idea that media acts as a catalyst for social change. According to this theory, mass communication enables the rapid circulation of information and progressive attitudes among large audiences. This helps communities adopt new practices, technologies, and social values more quickly than through interpersonal communication alone. Option (A) is incorrect because the theory does not aim to increase educational costs. Option (C) is wrong because Schramm supported information dissemination rather than government monopoly over narratives. Option (D) is also incorrect since interpersonal communication remains important in development communication. The central idea is that media multiplies the speed and reach of knowledge transfer, thereby accelerating modernization and development processes. Hence, the correct answer is the rapid spread of information and modern attitudes.

**Final Answer:** Spreading information and modern attitudes to a large audience quickly

**Answer: (B)**

Q3.

**Solution**

**Concept:** The shift from black-and-white television to color television transformed audience experience significantly. Color added visual realism, emotional depth, and stronger audience engagement. Psychological studies in media communication suggest that colorful visuals attract attention more effectively and create a stronger sense of immersion. This development improved entertainment, advertising, and storytelling by making television content appear more lifelike and emotionally expressive.

**Solution:** The question asks why the introduction of color television was psychologically important beyond being a technical improvement. Color television enhanced the realism of visual representation, making programs more emotionally engaging and appealing to viewers. Human perception naturally responds strongly to color, which influences mood, memory, and emotional connection. Option (A) is incorrect because color broadcasting actually required more complex transmission systems. Option (C) is wrong because early color televisions were more expensive to manufacture. Option (D) is also incorrect since studio lighting remained essential for quality production. The major impact of color television was the creation of a more immersive and realistic viewing experience that increased audience involvement and emotional response. Therefore, the correct answer relates to realism and emotional engagement.

**Final Answer:** Increased the 'Realism' and emotional engagement of the viewer

**Answer: (B)**



Q4.

**Solution**

**Concept:** Everett Rogers' 'Diffusion of Innovations' theory explains how new ideas, technologies, or practices spread through society over time. People are categorized into Innovators, Early Adopters, Early Majority, Late Majority, and Laggards based on their willingness to adopt change. Laggards are the final group to accept innovation because they are usually more traditional, cautious, and resistant to social or technological change.

**Solution:** The question asks which category adopts a new communication technology or social practice last in the diffusion process. According to Rogers' model, Innovators are the first to experiment with new ideas, followed by Early Adopters who influence others. The Early Majority and Late Majority gradually adopt innovations as they become socially accepted and practical. Laggards, however, are the final adopters because they often distrust change, rely heavily on traditions, and may lack resources or exposure to innovation. Option (A) is incorrect because Early Adopters are among the first users. Option (B) refers to people adopting innovations after some social acceptance. Option (D) is incorrect because Innovators initiate adoption. Therefore, the correct answer is Laggards, the group that adopts innovations at the slowest pace.

**Final Answer:** Laggards

**Answer:** (C)

Q5.

**Solution**

**Concept:** In journalism, a 'Soft Lead' is an introduction designed to attract readers emotionally or creatively rather than presenting immediate hard facts. Unlike hard news leads, soft leads are commonly used in feature stories, profiles, and human-interest reports. Their primary purpose is to create curiosity, establish mood, or connect emotionally with the audience before revealing the main information of the story.

**Solution:** The question asks when a soft lead is generally used in the Inverted Pyramid style of reporting. Hard news stories such as disasters or emergencies usually begin with direct facts because readers need urgent information immediately. However, feature stories and human-interest articles prioritize engagement and storytelling. In such cases, journalists often use descriptive scenes, anecdotes, or emotional hooks to draw readers into the narrative. Option (A) is incorrect because urgent breaking news requires a hard lead. Option (C) is wrong because journalists are not trying to hide essential facts intentionally. Option (D) is also incorrect since technical journals emphasize precision rather than emotional storytelling. Therefore, a soft lead is mainly associated with feature and human-interest journalism where reader engagement is more important than immediate factual delivery.

**Final Answer:** When a feature story needs a strong narrative hook

**Answer:** (B)



Q6.

**Solution**

**Concept:** The '5Ws and 1H' framework is a fundamental journalistic structure consisting of Who, What, When, Where, Why, and How. Among these, 'How' becomes especially significant in explanatory journalism because it focuses on processes, mechanisms, and causes. Explanatory reporting helps audiences understand complex events by detailing how something happened rather than merely reporting that it occurred.

**Solution:** The question asks in which type of journalism the 'How' element is most critical. Explanatory or process-driven journalism emphasizes understanding systems, causes, and sequences of events. Audiences are often interested in how policies work, how accidents occurred, or how technologies function. This type of reporting requires detailed breakdowns and contextual analysis. Option (A) is incorrect because celebrity gossip usually prioritizes sensational details over process explanation. Option (C) is wrong because brief bulletins focus on concise facts rather than detailed mechanisms. Option (D) is also incorrect since obituaries mainly highlight a person's life achievements and significance. Therefore, explanatory journalism depends heavily on the 'How' component because it enables readers to comprehend the underlying processes behind events and issues.

**Final Answer:** Explanatory or Process-driven Journalism

**Answer: (B)**

Q7.

**Solution**

**Concept:** In the Shannon-Weaver Model of communication, 'Entropy' refers to the degree of uncertainty, unpredictability, or randomness in a message. A source with high entropy has many possible message choices, increasing informational richness. In information theory, entropy is mathematically associated with the amount of information transmitted. This concept became highly important in understanding communication efficiency, media systems, signal transmission, and the evolution of complex mass communication networks.

**Solution:** The question asks the role of entropy within the Shannon-Weaver communication framework. Entropy does not represent complete absence of information, nor is it related to biological degradation of signals. Instead, it measures uncertainty or the number of possible message alternatives available at the source. A highly predictable message has low entropy, while unpredictable and information-rich communication has high entropy. This concept is fundamental in information theory because it helps determine how efficiently information can be transmitted through communication channels despite noise. Option (A) incorrectly describes total communication failure. Option (C) confuses entropy with physical signal weakening. Option (D) incorrectly associates entropy with gatekeeping functions in media. Therefore, the correct interpretation is that entropy measures uncertainty and randomness within a communication system.

**Final Answer:** Uncertainty or randomness in a message

**Answer: (B)**



Q8.

**Solution**

**Concept:** In media law, defamation refers to any false statement that harms the reputation of an individual or organization. Defamation is broadly classified into two categories: Libel and Slander. Libel refers to defamatory content expressed in a permanent form such as newspapers, books, television broadcasts, websites, or social media posts. Since it remains recorded and can spread widely, libel is usually considered more serious than spoken defamation.

**Solution:** The question asks about the meaning of 'Libel' under the law of defamation. Libel specifically refers to defamatory statements made in a permanent or published form. Such statements may appear in newspapers, magazines, television broadcasts, films, websites, or social media posts. Because the content can be repeatedly viewed or circulated, courts generally treat libel as more damaging than temporary spoken remarks. Option (A) is incorrect because spoken or temporary defamatory statements are classified as slander, not libel. Option (C) is also incorrect because a private diary not shared publicly does not fulfill the publication requirement necessary for defamation. Option (D) is incorrect because statements made during judicial proceedings often receive legal privilege. Therefore, the correct answer is defamatory content made in written, published, or broadcast form.

**Final Answer:** Printed or permanent form (written, broadcast, or published)

**Answer:** (B)

Q9.

**Solution**

**Concept:** Advertising and Public Relations strategies are selected according to communication goals and audience needs. Covert advertising promotes products subtly within entertainment content. Crisis management focuses on protecting organizational reputation during controversies. Brand building develops long-term consumer trust and loyalty. Public Relations Officers manage communication between organizations, media, and the public. Understanding these strategies helps media professionals select the most effective communication approach for different commercial and corporate situations.

**Solution:** The question requires matching each advertising or PR strategy with its most suitable scenario. Covert advertising refers to hidden or indirect product promotion integrated into films, web series, or entertainment content, making A-i correct. Crisis management involves handling controversies and restoring public trust after reputational damage, so B-ii is correct. Brand building focuses on creating recognition, emotional connection, and long-term customer loyalty, making C-iii the correct match. A Public Relations Officer acts as the communication bridge between the organization and the media, which matches D-iv. Option (A) correctly combines all these relationships. The remaining options incorrectly interchange the functions of brand building, crisis communication, and public relations roles. Therefore, the accurate sequence is A-i, B-ii, C-iii, and D-iv.

**Final Answer:** A-i, B-ii, C-iii, D-iv

**Answer:** (A)



Q10.

**Solution**

**Concept:** The Doctrine of Fair Reportage, also known as Neutral Reportage, is a defense used in defamation law. It protects journalists who accurately and impartially report allegations made by public figures or in public controversies. The principle recognizes that the media has a duty to inform the public about important disputes, even when the truth of the allegations has not yet been verified, provided the reporting remains neutral and unbiased.

**Solution:** The question asks about the conditions required for a journalist to successfully use the defense of Neutral Reportage in defamation cases. Under this doctrine, journalists are protected when they provide a fair, accurate, and disinterested account of serious allegations involving public figures or public controversies. The journalist does not need to prove the allegations are completely true, making option (A) incorrect. Option (B) is wrong because actual malice weakens the defense rather than supports it. Option (D) is also incorrect since prior consent from the allegedly defamed person is not legally required. The essential requirement is neutrality and accuracy in reporting the dispute itself, regardless of whether the journalist personally believes the claims. Therefore, the correct answer emphasizes an accurate and impartial report concerning a public dispute involving public figures.

**Final Answer:** A neutral and accurate report of a public dispute

**Answer: (C)**

Q11.

**Solution**

**Concept:** The Press Council of India's Code of Ethics promotes responsible journalism and professional integrity. One unethical practice strongly discouraged is 'Chequebook Journalism,' where journalists or media organizations pay individuals for information, interviews, or sensational stories. Such payments can encourage fabricated information, biased reporting, and exploitation of sensitive situations. Ethical journalism demands truthfulness, independence, and public interest rather than financial influence over news gathering and reporting.

**Solution:** The question asks the meaning of 'Chequebook Journalism.' This term refers to the unethical practice of paying sources, witnesses, or celebrities for exclusive information or interviews. Such financial transactions may compromise journalistic objectivity because sources could exaggerate, distort, or invent stories for monetary benefit. Ethical journalism requires reporters to gather information based on verification and public interest rather than payment. Option (A) is incorrect because subscription pricing has no connection with this ethical issue. Option (C) refers merely to administrative office expenses and is unrelated to journalism ethics. Option (D) concerns financial reporting and banking news, not unethical media conduct. Therefore, the correct answer is the practice of paying sources for information or exclusive interviews, which the Press Council discourages to preserve media credibility and ethical standards.

**Final Answer:** Paying sources for information or exclusive interviews

**Answer: (B)**



Q12.

**Solution**

**Concept:** Journalistic anonymity is granted to sources only under strict ethical conditions. Anonymous sourcing protects individuals who may face danger, retaliation, or professional consequences for revealing important information. Responsible journalism requires that anonymous information be verified carefully and used only when the public interest outweighs the risks. Excessive or careless use of unnamed sources can damage media credibility and reduce transparency in news reporting.

**Solution:** The question asks when anonymity should appropriately be granted to a source in journalism. Ethical journalism permits anonymity mainly when the information provided is highly important to the public and the source faces a genuine threat of physical harm, job loss, legal retaliation, or professional persecution. In such situations, confidentiality encourages whistleblowing and protects vulnerable individuals. Option (A) is incorrect because personal friendship is not a valid journalistic reason for anonymity. Option (C) is wrong because anonymity should never result from laziness or lack of verification. Option (D) is also unethical because journalism should not secretly promote commercial interests. Reporters must carefully verify anonymous claims before publication and ensure that granting confidentiality serves the public interest. Therefore, the correct answer involves protecting a source facing credible harm while sharing important information.

**Final Answer:** When the source faces credible risk of harm

**Answer: (B)**

Q13.

**Solution**

**Concept:** Television programme production is generally divided into pre-production, production, post-production, and programme formatting stages. Pre-production includes planning activities such as scripting and storyboarding. Production refers to actual recording and shooting. Post-production involves editing and refining the recorded material. Programme formatting determines the structural style or presentation format of content such as news bulletins, talk shows, or documentaries.

**Solution:** The question asks to correctly match television production activities with their respective stages. Storyboarding is a planning activity completed before filming begins, so A matches iii (Pre-production). Camera recording occurs during the actual shooting process, therefore B matches i (Production). Video editing is performed after recording to arrange and refine footage, so C matches ii (Post-production). News bulletin format refers to the structural organization or presentation style of a programme, making D match iv (Programme Format). Option (A) correctly represents all these relationships. The remaining options incorrectly place editing under production or storyboarding under post-production, which contradicts standard television production procedures. Therefore, the correct sequence is A-iii, B-i, C-ii, and D-iv.

**Final Answer:** A-iii, B-i, C-ii, D-iv

**Answer: (A)**



Q14.

**Solution**

**Concept:** Radio broadcasting depends on specialized equipment and writing techniques to ensure effective audio communication. Condenser microphones are widely used for clear studio voice recording. Mixer consoles balance and combine multiple audio inputs. Amplifiers strengthen weak audio signals for transmission and playback. ‘Scripting for the Ear’ refers to writing short, simple, and conversational sentences because radio audiences hear information rather than read it.

**Solution:** The question asks to match radio equipment or concepts with their most suitable applications. Condenser microphones are highly sensitive and provide excellent voice clarity, making them ideal for studio recording; therefore A matches ii. Mixer consoles are used to balance and control various sound inputs such as microphones and music tracks, so B matches i. Amplifiers strengthen weak audio signals before transmission or playback, making C match iii. ‘Scripting for the Ear’ emphasizes conversational and concise writing suitable for listening audiences, therefore D matches iv. Option (A) correctly combines all these applications. The other options incorrectly assign functions such as amplification to microphones or scripting principles to technical equipment. Hence, the correct sequence is A-ii, B-i, C-iii, and D-iv.

**Final Answer:** A-ii, B-i, C-iii, D-iv

**Answer: (A)**

Q15.

**Solution**

**Concept:** In Public Relations and Crisis Management, the first 24 hours after a crisis are often called the ‘Golden Hour.’ During this period, organizations must respond quickly, transparently, and strategically to protect public trust. Delayed communication allows rumors, misinformation, and speculation to spread rapidly through traditional and digital media. Effective early response can significantly reduce reputational damage and restore stakeholder confidence.

**Solution:** The question asks why the first 24 hours of a crisis are considered critically important. In crisis communication, information spreads extremely fast through television, newspapers, and especially social media. If an organization fails to respond promptly, misinformation and public speculation may dominate the narrative, damaging reputation further. Therefore, communication professionals must quickly provide verified information, clarify facts, and demonstrate responsibility. Option (A) is incorrect because the period is not associated with profit-making. Option (C) is wrong because media attention is usually highest during the initial stage of a crisis. Option (D) is clearly unrelated and unrealistic. The phrase ‘Golden Hour’ highlights the importance of immediate strategic communication to control public perception and minimize long-term reputational harm. Hence, the correct answer focuses on controlling the narrative before misinformation spreads widely.

**Final Answer:** It helps control the narrative before misinformation spreads

**Answer: (B)**



Q16.

**Solution**

**Concept:** A Press Kit is an organized collection of promotional and informational materials prepared by Public Relations professionals for media coverage. It helps journalists quickly understand a product, company, or event. Typical contents include press releases, product fact sheets, company background information, photographs, brochures, and contact details. A well-designed press kit supports accurate reporting and improves communication between organizations and the media.

**Solution:** The question asks what materials are commonly included in a press kit prepared for a product launch. A standard press kit usually contains a press release explaining the launch, high-resolution photographs for publication, and fact sheets providing technical or background details about the product. These materials help journalists prepare accurate and informative news stories efficiently. Option (A) is incorrect because private banking information is confidential and unrelated to media promotion. Option (C) is also incorrect since employees' personal contact details are not appropriate for public distribution. Option (D) is unrelated because tax returns are financial records, not promotional materials for media communication. Therefore, the correct answer includes professional media resources such as press releases, product facts, and images that assist journalists in reporting the launch effectively.

**Final Answer:** A press release, high-resolution images, and a fact sheet about the product

**Answer: (B)**



Q17.

**Solution**

**Concept:** Corporate Identity refers to the visual and philosophical representation of an organization. It includes elements such as logos, typography, slogans, house colors, and corporate values communicated consistently across all media platforms. A strong corporate identity helps organizations establish recognition, trust, and credibility among audiences. Consistency in communication creates a unified public image, strengthens brand recall, and differentiates the organization from competitors in highly competitive markets.

**Solution:** The question asks how corporate identity is developed and maintained. Corporate identity depends on the consistent presentation of visual symbols and organizational philosophy across all communication channels such as advertisements, websites, packaging, public relations campaigns, and social media. Logos, official colors, taglines, and company values help audiences immediately recognize a brand and associate it with certain qualities or experiences. Option (B) is incorrect because constantly changing slogans weakens consistency and confuses audiences. Option (C) is unethical and unrelated to professional corporate identity building. Option (D) is also incorrect because higher prices alone do not establish corporate identity. Effective corporate identity focuses on coherence, professionalism, and strategic communication. Therefore, the correct answer is the consistent use of logos, house colors, and corporate philosophy throughout all organizational communication.

**Final Answer:** Logos, house colors, and corporate philosophy across all communication

**Answer: (A)**



Q18.

**Solution**

**Concept:** Advertising and Public Relations are both important communication tools, but they differ significantly in purpose and method. Advertising involves paid promotional content controlled by the organization to market products or services. Public Relations focuses on building goodwill, trust, and long-term relationships with the public through earned media coverage, reputation management, and communication strategies. PR relies more on credibility and public perception than direct paid promotion.

**Solution:** The question asks the primary difference between advertising and public relations. Advertising is considered paid media because organizations purchase space or airtime to promote their messages directly. The advertiser controls the content, timing, and presentation of the communication. In contrast, Public Relations aims to build a positive public image and maintain relationships with audiences through media coverage, press releases, events, and reputation management. PR is often described as earned media because credibility comes from public trust and independent coverage rather than direct payment. Option (A) incorrectly reverses the definitions of advertising and PR. Option (C) is wrong because both advertising and PR are used across many sectors, not just products or politics. Option (D) is also incorrect because costs vary depending on campaign scale. Therefore, the correct distinction is between paid advertising and reputation-focused public relations.

**Final Answer:** Advertising is paid media, while PR builds earned reputation

**Answer: (B)**

Q19.

**Solution**

**Concept:** Film history includes influential personalities, cinematic movements, and classification systems that shaped world cinema. Dadasaheb Phalke is recognized as the father of Indian cinema for pioneering Indian filmmaking. The Lumière Brothers introduced early public film screenings in Europe. Parallel Cinema emphasized realism and social issues rather than commercial entertainment. Film genres classify films into categories such as comedy, thriller, horror, or romance based on themes and style.

**Solution:** The question requires matching film personalities and concepts with their correct descriptions. Dadasaheb Phalke is widely regarded as the father of Indian cinema because of his pioneering contribution to filmmaking in India, so A matches ii. The Lumière Brothers conducted some of the earliest public film screenings in Europe, making B match i. Parallel Cinema focused on realism, social problems, and artistic storytelling instead of mainstream commercial formulas, so C matches iii. Film genres classify movies into categories such as thriller, comedy, horror, or romance, therefore D matches iv. Option (A) correctly represents all these relationships. The remaining options incorrectly interchange cinematic movements and personalities. Hence, the accurate sequence is A-ii, B-i, C-iii, and D-iv.

**Final Answer:** A-ii, B-i, C-iii, D-iv

**Answer: (A)**



Q20.

**Solution**

**Concept:** The Master Control Room (MCR) is one of the most important technical departments in a television station. It manages the final output of broadcast signals before transmission to viewers. The MCR monitors audio quality, video quality, transmission timing, commercials, and satellite feeds. It ensures uninterrupted broadcasting and maintains technical standards required for television transmission and network operations.

**Solution:** The question asks about the primary responsibility of the Master Control Room in television broadcasting. The MCR acts as the central technical hub that supervises the final quality and transmission of television signals. Engineers and operators in the MCR ensure that programs, advertisements, live feeds, and scheduled broadcasts are transmitted correctly without interruption or technical errors. Option (A) is incorrect because scriptwriting is handled by editorial and production teams. Option (C) is unrelated since costume design belongs to the art or wardrobe department. Option (D) is also incorrect because advertisement sales are managed by marketing and business divisions. The MCR's essential role is maintaining technical quality control and managing the actual broadcast transmission process. Therefore, the correct answer relates to final signal monitoring and transmission.

**Final Answer:** The final technical quality check and the actual transmission of the signal

**Answer: (B)**

Q21.

**Solution**

**Concept:** In television and film production, a Point of View (POV) shot is a camera technique that allows viewers to see events from the visual perspective of a character. This method increases emotional engagement and audience immersion by making viewers experience the scene as if they were the character themselves. POV shots are commonly used in action scenes, suspense sequences, documentaries, and dramatic storytelling.

**Solution:** The question asks the purpose of a POV shot in television production. A POV shot is designed to show exactly what a character sees, creating a subjective visual experience for the audience. This technique helps viewers connect emotionally with the character's thoughts, fears, or actions by temporarily sharing their visual perspective. Option (B) is incorrect because the shot is unrelated to displaying the director. Option (C) is wrong because POV shots are not mainly used to hide set design weaknesses. Option (D) is also incorrect since the technique is chosen for storytelling impact rather than saving editing time. By placing the audience in the character's visual position, POV shots enhance realism, suspense, and emotional involvement. Therefore, the correct answer is showing the audience what a specific character sees through their own eyes.

**Final Answer:** Show the audience what a specific character is seeing through their own eyes

**Answer: (A)**



Q22.

**Solution**

**Concept:** Reality television is a programme format that presents unscripted or semi-scripted situations involving ordinary people or celebrities. Producers often prefer reality TV because it generally costs less than scripted dramas while still attracting large audiences. Since reality shows rely heavily on real-life interactions, competitions, and emotional moments, they maintain strong viewer engagement without requiring expensive actors, elaborate scripts, or complex production setups.

**Solution:** The question asks why producers strongly favor the reality TV format. Reality television is comparatively inexpensive to produce because it reduces costs related to scriptwriting, high-profile actors, elaborate sets, and long production schedules. At the same time, reality programmes often generate strong audience interest because viewers are attracted to real-life drama, competition, emotions, and unpredictability. Option (A) is incorrect because reality TV usually avoids the most expensive actors. Option (C) is wrong because editing remains extremely important in shaping reality television narratives. Option (D) is also incorrect because governments do not legally require reality programming. The popularity of the format comes from its combination of cost efficiency and high audience engagement, making it commercially attractive to broadcasters and producers. Therefore, the correct answer highlights low production costs and strong viewer interest.

**Final Answer:** Low production costs with high audience engagement

**Answer: (B)**

Q23.

**Solution**

**Concept:** In radio broadcasting, 'Signposting' refers to verbal guidance provided by presenters or scriptwriters to help listeners follow the structure of a programme. Since radio audiences cannot see visual cues, broadcasters use phrases that indicate transitions, summarize previous discussions, or introduce upcoming segments. Effective signposting improves clarity, maintains audience attention, and ensures smooth flow throughout the programme.

**Solution:** The question asks the meaning of signposting in radio scripting. Radio is purely an audio medium, so listeners depend entirely on spoken communication to understand programme direction. Signposting involves using verbal cues such as "coming up next," "earlier we discussed," or "now let us move to" to guide listeners through different sections of a programme. This technique helps maintain clarity and audience engagement, especially during interviews, documentaries, and long discussions. Option (A) is incorrect because physical signs in the studio are unrelated to scripting techniques. Option (C) refers only to script formatting and not audience communication. Option (D) is unrelated because radio tower locations have no connection to scripting methods. Therefore, signposting means verbally guiding listeners about where the programme has been and where it is heading next.

**Final Answer:** Using verbal cues to guide listeners through the program

**Answer: (B)**



Q24.

**Solution**

**Concept:** Microphones are essential audio input devices used in radio broadcasting and sound recording. Different microphones operate through different technologies and are chosen according to recording needs. Condenser microphones are widely preferred in professional studios because of their high sensitivity, broad frequency response, and ability to capture detailed and warm vocal tones. However, they require an external electrical source called phantom power to operate properly, unlike dynamic microphones which function without external power.

**Solution:** The question asks which microphone is commonly used in professional radio studios for its sensitivity and warm sound quality while requiring phantom power. Condenser microphones use electrically charged diaphragms that respond very accurately to sound vibrations. This makes them ideal for capturing detailed vocal performances, subtle tones, and studio-quality audio. Radio presenters, podcasters, and recording artists often prefer them because they produce rich and clear sound reproduction. Option (A), the dynamic microphone, is more durable and commonly used in live performances but lacks the same sensitivity. Option (B), the ribbon microphone, is delicate and less common in standard radio studios. Option (D), the carbon microphone, is an outdated technology mainly used in early telephones. Therefore, the correct answer is the condenser microphone due to its professional sound quality and requirement of phantom power.

**Final Answer:** Condenser Microphone

**Answer:** (C)

Q25.

**Solution**

**Concept:** An Equalizer (EQ) is an important sound control feature used in radio studios, music production, and broadcasting systems. EQ allows audio engineers to modify different frequency ranges of sound signals such as bass, midrange, and treble. By adjusting frequencies, producers can improve voice clarity, reduce noise, enhance musical quality, and create balanced audio output suitable for broadcasting or recording purposes.

**Solution:** The question asks about the primary function of the Equalizer (EQ) on a radio mixer. An equalizer is used to control and balance various frequency components within an audio signal. Low frequencies affect bass sounds, mid frequencies influence vocal clarity, and high frequencies control treble and sharpness. By adjusting these ranges, audio engineers can make voices sound clearer, reduce unwanted harshness, or enhance musical depth. Option (A) is incorrect because increasing transmitter power is unrelated to EQ functions. Option (C) refers to editing software tools rather than frequency balancing. Option (D) concerns synchronization between audio and video, which is not the purpose of an equalizer. Therefore, the correct answer is the adjustment of bass, midrange, and treble frequencies to improve overall sound quality.

**Final Answer:** Balances bass, mid, and treble frequencies in audio

**Answer:** (B)



Q26.

**Solution**

**Concept:** The Lumière Cinématographe was one of the most important inventions in early cinema history. Developed by the Lumière Brothers in the 1890s, it was revolutionary because it combined multiple filmmaking functions into a single portable device. It could record moving images, process film, and project films for audiences. This portability and versatility helped popularize cinema and enabled the first public film screenings in Europe.

**Solution:** The question asks what made the Lumière Cinématographe unique during its time. Unlike earlier devices that only displayed or recorded images separately, the Cinématographe functioned as a camera, film processor, and projector combined into one portable machine. This innovation allowed filmmakers to record motion pictures and immediately project them to audiences, contributing significantly to the growth of cinema as a public entertainment medium. Option (B) is incorrect because most projectors of that era required darkness and this feature was not unique. Option (C) describes earlier individual viewing devices such as the Kinetoscope. Option (D) is incorrect because early cinema did not record at such high frame rates. Therefore, the distinctive feature of the Lumière Cinématographe was its multifunctional and portable design integrating recording and projection capabilities.

**Final Answer:** Camera, film processor, and projector all in one portable unit

**Answer: (A)**

Q27.

**Solution**

**Concept:** Dadasaheb Phalke occupies a foundational place in Indian film history and is widely called the 'Father of Indian Cinema.' His contribution became historic with the creation of *Raja Harishchandra* in 1913, regarded as the first full-length indigenous Indian feature film. Phalke handled multiple aspects of filmmaking including direction, production, cinematography, and editing, thereby establishing the early structure of the Indian film industry.

**Solution:** The question asks why Dadasaheb Phalke is recognized as the Father of Indian Cinema. His most important contribution was producing and directing *Raja Harishchandra*, the first indigenous Indian feature film. Before this, foreign films were screened in India, but Phalke demonstrated that Indians could independently create their own cinematic narratives rooted in Indian culture and mythology. Option (A) is incorrect because the Lumière films were brought to India by exhibitors rather than Phalke. Option (C) is wrong because he did not establish the first film school in Mumbai. Option (D) is also incorrect since sound-on-film technology was developed elsewhere. Phalke's pioneering work inspired the growth of Indian filmmaking and laid the foundation for the future Indian film industry. Therefore, his role in creating the first indigenous feature film is the correct answer.

**Final Answer:** Created India's first indigenous feature film, 'Raja Harishchandra'

**Answer: (B)**



Q28.

**Solution**

**Concept:** Parallel Cinema was an important film movement in India that emerged as an alternative to mainstream commercial cinema. Influenced by realism and social concerns, these films focused on ordinary lives, political issues, rural struggles, and human relationships. Unlike commercial Bollywood films, Parallel Cinema minimized glamour, exaggerated action, and formula-based storytelling. Filmmakers used realistic narratives and meaningful themes to present serious social and cultural commentary.

**Solution:** The question asks what the Parallel Cinema movement fundamentally rejected. Parallel Cinema developed as a response against the mainstream Bollywood 'Masala' formula that emphasized escapist entertainment, melodrama, elaborate songs, and commercial spectacle. Directors associated with this movement preferred realism, socially relevant themes, and authentic storytelling rooted in everyday life. Films like *Manthan* highlighted social change and collective struggles rather than fantasy-driven entertainment. Option (A) is incorrect because Parallel Cinema did not reject color cinematography itself. Option (C) is wrong because many such films still used music and dialogue when necessary. Option (D) is also incorrect since regional languages were often embraced within the movement. Therefore, the defining feature of Parallel Cinema was its rejection of mainstream commercial formulas and escapist entertainment associated with popular Bollywood cinema.

**Final Answer:** The mainstream Bollywood 'Masala' formula and commercial escapism

**Answer: (B)**



Q29.

**Solution**

**Concept:** German Expressionism was a major film movement that emerged in Germany during the early twentieth century. It emphasized psychological depth and emotional intensity through stylized visual techniques rather than realistic representation. Filmmakers used distorted sets, dramatic lighting, exaggerated shadows, and unusual acting styles to portray fear, anxiety, madness, and inner emotional conflict. This movement strongly influenced later horror, noir, and psychological cinema across the world.

**Solution:** The question asks what visual and stylistic features define German Expressionist cinema. This movement rejected realism and instead used distorted architecture, sharp contrasts between light and shadow, and highly stylized acting to symbolize psychological tension and emotional instability. Films such as *The Cabinet of Dr. Caligari* became famous for surreal visual environments reflecting disturbed mental states. Option (A) is incorrect because naturalistic acting and real locations are associated with realism rather than expressionism. Option (C) is unrelated since bright musical entertainment is not characteristic of the movement. Option (D) refers more to documentary and realist filmmaking traditions. German Expressionism focused on expressing inner psychological realities through visual distortion and dramatic atmosphere. Therefore, the correct answer highlights distorted sets, heavy shadows, and stylized performances representing mental and emotional states.

**Final Answer:** Distorted visuals and shadows expressing psychological tension

**Answer: (B)**



Q30.

**Solution**

**Concept:** New media technologies transformed communication by making audiences more interactive and participatory. Media convergence refers to the integration of traditional and digital media platforms. The internet paradigm shift changed audiences from passive consumers into active users. Rapidity of opinion reflects how quickly ideas spread online through digital networks. User-generated content allows ordinary individuals to create and distribute content independently through blogs, videos, social media, and other digital platforms.

**Solution:** The question asks to correctly match developments in new media with their corresponding outcomes. Media convergence refers to the integration of television, radio, print, and internet technologies, so A matches iii. The internet paradigm shift transformed audiences from passive receivers into interactive participants, making B match ii. Rapidity of opinion describes the fast circulation of public reactions and discussions online, therefore C matches i. User-generated content allows audiences themselves to become content creators through digital platforms, making D match iv. Option (A) correctly combines all these relationships. The remaining options incorrectly interchange concepts such as convergence and user-generated participation. These developments collectively demonstrate how digital communication reshaped media consumption, participation, and information sharing in contemporary society. Hence, the correct sequence is A-iii, B-ii, C-i, and D-iv.

**Final Answer:** A-iii, B-ii, C-i, D-iv

**Answer: (A)**



Q31.

**Solution**

**Concept:** Social media has transformed communication by enabling ordinary individuals to participate directly in news production and public discourse. This democratic role is strongly reflected in 'Citizen Journalism,' where people use smartphones, cameras, and social networking platforms to capture and share real-time events. Citizen journalism increases public participation, improves information flow during emergencies, and allows voices outside traditional media institutions to contribute to social and political conversations globally.

**Solution:** The question asks how social media demonstrates its democratic role through citizen journalism. Citizen journalism occurs when ordinary individuals, rather than professional journalists, use digital tools such as mobile phones and social media platforms to report events, upload videos, and share information instantly. This process allows news to emerge directly from the public during protests, disasters, elections, or local incidents. Option (A) is incorrect because government-sponsored promotion is political communication rather than citizen journalism. Option (C) is unrelated because deleting social media accounts does not increase democratic participation. Option (D) is also incorrect since restricting social media reduces democratic communication instead of strengthening it. Citizen journalism expands media participation by empowering individuals to become active contributors to public information networks. Therefore, the correct answer is ordinary people reporting news in real-time through digital devices and social platforms.

**Final Answer:** Citizens reporting real-time news through digital platforms

**Answer: (B)**



Q32.

**Solution**

**Concept:** Netiquette refers to the accepted rules of polite and responsible behavior in digital communication. Since online communication lacks facial expressions and vocal tone, writing style strongly influences interpretation. One important netiquette rule concerns the use of ALL CAPITAL LETTERS in messages. Writing entirely in uppercase is generally interpreted as shouting, aggression, or anger, making communication appear rude and emotionally hostile in online interactions.

**Solution:** The question asks which netiquette rule applies to messages written in all capital letters. In online communication culture, typing entire sentences in uppercase is commonly perceived as shouting. Because readers cannot hear vocal tone digitally, excessive capitalization creates an impression of aggression, anger, or disrespect. As a result, good digital etiquette recommends using capitalization only for limited emphasis rather than for entire messages. Option (A) is incorrect because all caps usually reduce readability and politeness rather than improve efficiency. Option (C) is wrong because formal communication generally avoids excessive capitalization. Option (D) is unrelated since search engine indexing does not depend on uppercase writing. Proper netiquette encourages clear, respectful, and readable communication. Therefore, the correct answer is that all capital letters are interpreted as shouting and are considered rude or aggressive online.

**Final Answer:** It is considered 'Shouting' and is generally perceived as rude or aggressive

**Answer: (B)**

Q33.

**Solution**

**Concept:** Trolling is a disruptive online behavior commonly observed on social media platforms, forums, and digital communities. Trolls intentionally post provocative, offensive, misleading, or inflammatory comments to provoke emotional reactions, create conflict, or disrupt meaningful discussion. Unlike constructive criticism or debate, trolling is usually intended to generate anger, confusion, or hostility within online communities, often damaging healthy digital interaction and communication environments.

**Solution:** The question asks for the technical meaning of trolling in the context of social media. Trolling involves deliberately posting provocative, inflammatory, or irrelevant content to upset users or disrupt discussions within an online community. Trolls often seek attention, emotional reactions, or conflict rather than meaningful conversation. Option (A) is incorrect because constructive criticism is a legitimate and useful form of communication. Option (C) is unrelated since sharing verified news is responsible online behavior. Option (D) concerns account activity patterns rather than disruptive communication practices. Trolling negatively affects digital communities by encouraging hostility, misinformation, and toxic interactions. Many platforms attempt to reduce trolling through moderation policies and reporting systems. Therefore, the correct answer is posting inflammatory or provocative content intended to disturb users and disrupt online communities.

**Final Answer:** Provocative posts made to disrupt online communities

**Answer: (B)**



Q34.

**Solution**

**Concept:** In professional radio broadcasting, audio signals pass through several stages inside a mixer before reaching the transmitter or recording system. One of the most critical controls is the *Input Gain* or *Trim*, which determines the strength of the incoming signal before it reaches the channel fader. If the gain is excessively high, the signal overloads the circuit and exceeds the system's maximum dynamic range. This causes *Clipping*, a form of distortion where audio peaks are cut off, producing harsh and unpleasant sound artifacts even when the channel fader remains low.

**Solution:** The question describes a situation where the Peak Program Meter (PPM) constantly enters the red zone despite the channel faders being kept low. This indicates that the overload is occurring before the signal reaches the fader stage. In professional mixer architecture, the most likely cause is excessive *Input Gain/Trim*. The gain control amplifies the microphone or line-level signal at the preamplifier stage. If this level becomes too high, the waveform exceeds the system's voltage limit, causing clipping and harmonic distortion. The PPM detects this overload immediately, even if the fader output is reduced afterward. Option (A) is incorrect because lowering the master fader does not create clipping at the input stage. Option (C) is technically incorrect since bypassing EQ does not automatically amplify low frequencies. Option (D) is wrong because dynamic microphones do not require phantom power. Therefore, the correct explanation is that excessive input gain is causing clipping and distortion before the signal reaches the fader section.

**Final Answer:** Excessive input gain causes clipping distortion

**Answer: (B)**



Q35.

**Solution**

**Concept:** Data Sovereignty is an important legal and digital governance concept concerning the control and regulation of data. It states that digital data is governed by the laws of the country where it is collected, stored, or processed. This issue became significant with the rise of global social media platforms, cloud computing, and international data transfers, raising concerns about privacy, national security, and legal jurisdiction.

**Solution:** The question asks the meaning of data sovereignty in the context of social media and digital communication. Data sovereignty means that data generated or stored within a country is subject to that nation's legal framework and regulations. Governments often establish rules concerning privacy, surveillance, data protection, and access rights for companies operating within their jurisdiction. Option (A) is incorrect because unrestricted selling of user data violates many privacy laws and ethical principles. Option (C) relates to internet speed rather than legal authority over data. Option (D) concerns social media popularity metrics and has no connection to legal jurisdiction. The concept of data sovereignty is especially important in discussions about cross-border data storage, cybersecurity, and user privacy rights. Therefore, the correct answer is that data is governed by the laws of the country where it is collected.

**Final Answer:** Legal idea that data is subject to the laws of the country in which it is collected

**Answer: (B)**

Q36.

**Solution**

**Concept:** Media Convergence refers to the integration of different forms of media such as print, television, radio, and digital platforms into a unified communication environment. This transformation became possible mainly through digitization, where text, audio, video, and images are converted into binary data. Digitization enables the same content to be created, edited, stored, and distributed efficiently across multiple media platforms simultaneously.

**Solution:** The question asks why media convergence allows a single news story to appear across newspapers, television, websites, and other digital platforms. The primary reason is digitization, the process of converting all forms of information into binary code. Once information exists in digital form, it can be easily adapted, edited, shared, and distributed through multiple communication channels. For example, a news article can appear in print, on websites, in video broadcasts, and on social media using the same digital content base. Option (B) is incorrect because convergence does not require all media offices to physically merge. Option (C) is wrong because no universal law mandates multimedia expansion. Option (D) is also incorrect since radio continues to exist alongside digital media. Therefore, the key technological foundation of media convergence is digitization.

**Final Answer:** 'Digitization,' where all types of information are converted into binary code

**Answer: (A)**



Q37.

**Solution**

**Concept:** Glocalization is a communication and marketing concept that combines “globalization” and “localization.” It refers to the adaptation of global products, media content, or communication strategies to fit local cultures, languages, traditions, and consumer preferences. In the internet era, global companies and digital platforms often customize their content for regional audiences. This strategy helps organizations maintain global reach while remaining culturally relevant and acceptable within local markets and societies.

**Solution:** The question asks the meaning of glocalization within the context of the Internet Paradigm Shift. Glocalization occurs when global media products or services are modified to suit the cultural values, language, customs, and preferences of local audiences. For example, international streaming platforms may create region-specific content or provide multilingual interfaces to appeal to local users. Option (A) is incorrect because glocalization does not eliminate local content; instead, it integrates local elements into global communication. Option (C) is unrelated since it concerns signal blocking rather than cultural adaptation. Option (D) is also incorrect because banning applications is a political or regulatory action, not glocalization. The concept reflects the balance between global communication networks and local cultural identity. Therefore, the correct answer is the adaptation of global media products for local cultures and markets.

**Final Answer:** The adaptation of global media products to suit local cultures and markets

**Answer: (B)**



Q38.

**Solution**

**Concept:** The rapid spread of information on New Media platforms has transformed communication speed but also increased the risk of viral misinformation. Social media allows users to share content instantly with large audiences. However, the pressure for immediacy often reduces the time spent verifying facts. Emotional, sensational, or controversial content spreads quickly because users prioritize sharing engaging material, which can lead to the circulation of false or misleading information online.

**Solution:** The question asks why the rapidity of opinion on New Media contributes to viral misinformation. Digital platforms encourage instant sharing through likes, reposts, and trending systems, allowing information to spread globally within seconds. In many cases, users share content before checking its authenticity because speed and emotional impact become more important than factual verification. Option (A) is incorrect because platforms generally do not directly pay users for spreading fake stories. Option (C) is wrong because algorithms often prioritize engagement rather than factual accuracy. Option (D) is unrelated since users are free to access traditional newspapers if they choose. The fast-paced environment of digital communication makes misinformation difficult to control once it becomes viral. Therefore, the correct answer is that sharing speed often overrides the slower process of fact-checking and verification.

**Final Answer:** Sharing speed often overrides fact-checking

**Answer: (B)**

Q39.

**Solution**

**Concept:** Hypertextuality is a defining characteristic of New Media communication. It refers to the interconnected structure of digital content where users navigate through hyperlinks rather than following a fixed linear sequence. This allows audiences to move freely between articles, videos, websites, and multimedia elements according to their interests. Hypertextuality creates an interactive and non-linear media experience, distinguishing digital communication from traditional sequential media formats.

**Solution:** The question asks which concept explains the non-linear consumption of New Media content through links. Hypertextuality describes the ability of digital media to connect different pieces of information through hyperlinks, enabling users to jump between related content instantly. Unlike traditional print narratives that follow a fixed order, digital communication allows audiences to explore information interactively and independently. Option (A), sequential narrative, refers to a fixed chronological structure and therefore does not match digital navigation behavior. Option (C), analogical flow, is unrelated to hyperlink-based communication. Option (D), mono-directional stream, contradicts the interactive and multidirectional nature of New Media. Hypertextuality is fundamental to websites, blogs, online journalism, and multimedia storytelling because it increases user control and participation. Therefore, the correct answer is hypertextuality.

**Final Answer:** Hypertextuality

**Answer: (B)**



Q40.

**Solution**

**Concept:** The 'Long Tail' theory, popularized in digital media and internet economics, explains how online platforms can profit from selling large numbers of niche products alongside mainstream hits. Unlike traditional markets with limited shelf space, digital platforms can store and distribute vast amounts of specialized content. Collectively, these niche interests may generate demand equal to or greater than highly popular mainstream products in the online environment.

**Solution:** The question asks the meaning of the Long Tail theory within the Internet Paradigm. The theory argues that digital platforms benefit not only from blockbuster products or widely popular content but also from a large number of niche items that individually attract smaller audiences. Since online distribution has minimal storage and accessibility limitations, niche movies, books, music, or media content remain available to global audiences. Option (A) is incorrect because online platforms provide access to far more than only the top 10% of content. Option (C) is unrelated to internet economics or media consumption. Option (D) is also incorrect because the theory does not predict a return to analog systems. The Long Tail demonstrates how digital media expands opportunities for specialized content and diverse audience preferences. Therefore, the correct answer emphasizes the combined demand for niche content rivaling mainstream popularity.

**Final Answer:** Niche online content can collectively rival mainstream popularity

**Answer: (B)**



Q41.

**Solution**

**Concept:** Parallel Cinema emerged in India as an alternative film movement that emphasized realism, meaningful storytelling, and social awareness. Unlike mainstream commercial cinema, it focused on ordinary people, economic inequality, political struggles, and human relationships. Directors associated with this movement rejected exaggerated entertainment formulas and attempted to use cinema as a medium for reflection and social critique. This approach significantly influenced Indian cinematic culture and expanded the artistic possibilities of filmmaking.

**Solution:** The question asks how Parallel Cinema attempted to transform the Indian cinematic landscape. The movement sought to challenge the dominance of commercial “masala” films that relied heavily on glamour, fantasy, melodrama, and escapist entertainment. Instead, filmmakers adopted realistic narratives rooted in social issues such as poverty, inequality, exploitation, and political conflict. By portraying authentic human experiences and societal realities, Parallel Cinema encouraged audiences to think critically about contemporary conditions. Option (A) is incorrect because the movement generally minimized elaborate song-and-dance spectacle rather than increasing it. Option (C) is also incorrect since Parallel Cinema avoided expensive action-oriented filmmaking. Option (D) is wrong because many Parallel Cinema films actively promoted regional languages and local cultural identities. Therefore, the movement attempted to reshape Indian cinema by grounding stories in social realism and resisting escapist commercial conventions.

**Final Answer:** By grounding narratives in social realism and challenging escapist formats

**Answer: (B)**



Q42.

**Solution**

**Concept:** Media Convergence refers to the integration of different communication technologies and media platforms into a unified digital environment. Due to digitization, films and audiovisual content are no longer limited to cinema halls or television broadcasts. Audiences now consume media through smartphones, laptops, streaming services, tablets, and social media platforms. This transformation has changed viewing habits, making cinematic experiences more personalized, flexible, and distributed across multiple digital spaces.

**Solution:** The question asks how media convergence has changed the cinematic experience according to the passage. Media convergence enables films and audiovisual content to move across various digital platforms rather than remaining confined to traditional theaters. Streaming platforms, mobile applications, and internet-connected devices allow audiences to watch content anytime and anywhere. As a result, viewing experiences have become fragmented across multiple screens and platforms. Option (A) is incorrect because cinema is no longer restricted to theaters alone. Option (C) is wrong because convergence is driven primarily by digital technology rather than state-controlled broadcasting. Option (D) is also incorrect since modern cinematic experiences remain audiovisual rather than purely auditory. The key transformation lies in the distribution and accessibility of media across interconnected digital systems. Therefore, the correct answer is that cinematic experiences are now spread across multiple digital devices and platforms.

**Final Answer:** Fragmented across multiple digital devices and platforms

**Answer: (B)**



Q43.

**Solution**

**Concept:** The Internet Paradigm Shift created new democratic opportunities by enabling open participation, digital activism, and citizen expression. However, it also produced challenges such as echo chambers, where users interact mainly with opinions similar to their own. Algorithms personalize content according to user preferences, which can reinforce ideological divisions and reduce exposure to diverse viewpoints. This contradiction between openness and isolation is often described as a paradox of digital communication.

**Solution:** The question asks which situation is described as a paradox of the Internet Paradigm Shift. The internet provides highly democratic tools such as social media participation, online discussion, and independent content creation. At the same time, users are often trapped within “echo chambers” where algorithms repeatedly expose them to similar beliefs and opinions. This limits meaningful debate and encourages ideological polarization despite the availability of open communication technologies. Option (A) is incorrect because the internet generally expanded democratic tools rather than reducing them. Option (C) is wrong because trolling culture has increased, not disappeared, in digital environments. Option (D) is also incorrect since algorithms have become more influential rather than less powerful. Therefore, the paradox lies in having greater democratic participation while simultaneously becoming isolated within digitally reinforced opinion groups.

**Final Answer:** Having more democratic tools but being siloed into 'Echo Chambers'

**Answer: (B)**



Q44.

**Solution**

**Concept:** The rapid spread of information in New Media environments significantly influences online communication behavior. The 'Rapidity of Opinion' refers to the speed at which users react, comment, and share information on digital platforms. This instant communication culture often reduces thoughtful discussion and encourages emotionally charged reactions. As a result, online spaces can become dominated by trolling, hostility, misinformation, and impulsive interactions rather than constructive and reasoned discourse.

**Solution:** The question asks what primarily drives the replacement of constructive discussion with trolling culture. New Media platforms encourage immediate reactions through comments, reposts, likes, and trending systems. Because users are pressured to respond quickly, discussions often prioritize emotional reactions and controversy over careful analysis or respectful debate. This rapid exchange of opinions creates an environment where trolling and provocative behavior spread easily. Option (A) is incorrect because slow traditional reporting is unrelated to the rise of trolling culture. Option (C) is also incorrect since rural internet access does not directly explain disruptive online behavior. Option (D) concerns filmmaking economics and has no connection to digital interaction patterns. The central issue is the accelerated pace of communication on digital platforms, which encourages impulsive and provocative engagement. Therefore, the correct answer is the rapidity of opinion inherent in New Media.

**Final Answer:** The 'Rapidity of Opinion' inherent in New Media

**Answer: (B)**

Q45.



## Answer Key

Q	Ans	Q	Ans	Q	Ans	Q	Ans	Q	Ans
1	B	2	B	3	B	4	C	5	B
6	B	7	B	8	B	9	A	10	C
11	B	12	B	13	A	14	A	15	B
16	B	17	A	18	B	19	A	20	B
21	A	22	B	23	B	24	C	25	B
26	A	27	B	28	B	29	B	30	A
31	B	32	B	33	B	34	B	35	B
36	A	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

