

CUET (UG)-2024 (Mass Media Online)

Subject : Mass Media (Online)

Total Time Allowed : 45 minutes	Maximum Marks : 200	Total Questions : 50	Questions to be answered : 40
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Question 1: An advertisement, message, or public communication regarding economic, political, or social issues is called

- (1) Comparative advertising
- (2) Advocacy
- (3) Informational advertising
- (4) Competitive advertising

Correct Answer: (2) Advocacy

Solution: Advocacy advertising is designed to promote a particular viewpoint on an economic, political, or social issue, rather than to market a product.

💡 Quick Tip

Advocacy advertising is often used by organizations to influence public opinion on important social, economic, or political topics.

Question 2: Which of these statements characterize media literacy:

- (A) It is the ability to evaluate news sources
- (B) It builds essential skills of inquiry and self-expression
- (C) It helps in understanding the role of media in society
- (D) It is the proficiency in various film editing software

Choose the correct answer from the options given below:

- (1) (A), (B), and (C) only
- (2) (B), (C), and (D) only
- (3) (A), (C), and (D) only
- (4) (A), (B), and (D) only

Correct Answer: (1) (A), (B), and (C) only

Solution: Media literacy is characterized by the ability to evaluate news sources, build inquiry skills, and understand the role of media in society. Proficiency in film editing software is more related to technical skills rather than media literacy.

 Quick Tip

Media literacy focuses on evaluating and understanding media content rather than just technical proficiency in media production tools.

Question 3: Identify the right order of the process of communication:

- (A) Feedback
- (B) Message
- (C) Sender
- (D) Receiver

Choose the correct answer from the options given below:

- (1) (A), (B), (C), (D)
- (2) (A), (C), (B), (D)
- (3) (B), (A), (D), (C)
- (4) (C), (B), (D), (A)

Correct Answer: (4) (C), (B), (D), (A)

Solution: The correct order of the communication process is: 1. Sender, 2. Message, 3. Receiver, 4. Feedback. The sender initiates the message, which the receiver then processes and provides feedback on.

 Quick Tip

In communication, the correct sequence involves a sender initiating a message, which is received and then feedback is provided. Always think about the logical flow from initiation to completion.

Question 4: Who is the CEO of the AI start-up, OpenAI?

- (1) Arvind Srinivas
- (2) Elon Musk
- (3) Sam Altman
- (4) Sundar Pichai

Correct Answer: (3) Sam Altman

Solution: Sam Altman is the CEO of OpenAI, a leading organization in artificial intelligence research and deployment.

💡 Quick Tip

OpenAI was co-founded by Elon Musk, but Sam Altman is the current CEO. It helps to stay updated on leadership roles in major tech companies, as they can change frequently.

Question 5: Who among these is known as the 'Father of Advertising'?

- (1) Walter Cronkite
- (2) Paul Samuelson
- (3) David Ogilvy
- (4) Edward Debono

Correct Answer: (3) David Ogilvy

Solution: David Ogilvy is often referred to as the 'Father of Advertising' due to his significant contributions to modern advertising, including his emphasis on research and understanding consumer behavior.

💡 Quick Tip

David Ogilvy is known for his emphasis on the power of creativity and research in advertising. His approach remains a benchmark for effective advertising strategies.

Question 6: Match List-I with List-II:

List-I (Television Channel)	List-II (Type)
(A) Doordarshan	(I) International
(B) Aaj Tak	(II) Conglomerate
(C) BBC	(III) Government
(D) Sony	(IV) Private

Choose the correct answer from the options given below:

- (1) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)
- (2) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)
- (3) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
- (4) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

Correct Answer: (2) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)

Solution: The correct matches are:

- Doordarshan: Government (A)-(III)
- Aaj Tak: Conglomerate (B)-(II)
- BBC: International (C)-(I)
- Sony: Private (D)-(IV)

💡 Quick Tip

When matching items from two lists, first match the items you are certain of to eliminate options. This approach often makes the remaining matches easier.

Question 7: Match List-I with List-II:

List-I (Publications)	List-II (Editors)
(A) Bengal Gazette	(I) James Augustus Hickey
(B) Mirat-ul-Akhbar	(II) Raja Ram Mohan Roy
(C) Rast Goftar	(III) Dadabhai Naoroji
(D) Young India	(IV) M. K. Gandhi

Choose the correct answer from the options given below:

- (1) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
- (2) (A)-(I), (B)-(III), (C)-(IV), (D)-(II)
- (3) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)
- (4) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

Correct Answer: (1) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)

Solution: The correct matches are:

- Bengal Gazette: James Augustus Hickey (A)-(I)
- Mirat-ul-Akhbar: Raja Ram Mohan Roy (B)-(II)
- Rast Goftar: Dadabhai Naoroji (C)-(III)
- Young India: M. K. Gandhi (D)-(IV)

💡 Quick Tip

When matching historical publications and editors, try to recall key figures associated with the independence movement and social reform movements.

Question 8: Who among these was the director of the film, 'Do Bheegha Zameen'?

- (1) Mrinal Sen
- (2) Ritwik Ghatak
- (3) Bimal Roy
- (4) P. C. Barua

Correct Answer: (3) Bimal Roy

Solution: 'Do Bheegha Zameen' is a classic 1953 Hindi film directed by Bimal Roy. The movie is well known for its realistic portrayal of the challenges faced by farmers and is a significant milestone in Indian cinema.

 Quick Tip

Bimal Roy was a pioneer of realistic cinema in India, drawing inspiration from Italian neorealism. Remember that 'Do Bheegha Zameen' is one of his most acclaimed works that focuses on social issues.

Question 9: When is the communication process considered complete?

- (1) When the sender transmits the message
- (2) When the message enters the channel
- (3) When the message leaves the channel
- (4) When the receiver understands the message

Correct Answer: (4) When the receiver understands the message

Solution: Communication is only considered complete when the receiver correctly understands the message that was intended by the sender.

 Quick Tip

Effective communication relies not just on transmission but also on proper understanding. Always ensure that the receiver has interpreted the message correctly.

Question 10: Who among these is the editor of 'The Indian Express' newspaper?

- (1) Jaideep Bose
- (2) Shekhar Gupta
- (3) Raj Kamal Jha

(4) Sanjay Gupta

Correct Answer: (2) Shekhar Gupta

Solution: Shekhar Gupta has been a prominent editor for 'The Indian Express,' known for his contributions to journalism and editorial excellence.

 Quick Tip

Editors of major newspapers like 'The Indian Express' often play significant roles in shaping public opinion. It's good to keep track of notable editors in Indian journalism.

Question 11: A 'stereotype' is:

- (1) A printing technique
- (2) A type of a mass media
- (3) Forming beliefs about a certain group
- (4) To insult someone

Correct Answer: (3) Forming beliefs about a certain group

Solution: A stereotype is a generalized belief or preconceived notion about a group of people. These beliefs are often oversimplified and may not accurately represent individual members of that group.

 Quick Tip

Stereotypes can be harmful as they lead to misconceptions and prejudice. It's important to be aware of stereotypes and challenge them by understanding individuals beyond generalizations.

Question 12: Who directed the movie, 'Manthan'?

- (1) Satyajit Ray
- (2) Shyam Benegal
- (3) K. Asif
- (4) Govind Nihalani

Correct Answer: (2) Shyam Benegal

Solution: 'Manthan' is a notable 1976 Indian film directed by Shyam Benegal, which is based on the White Revolution of India. It was funded by 500,000 farmers, which was unique at that time.

 Quick Tip

Shyam Benegal is known for his socially relevant and realistic films. 'Manthan' is one such example depicting rural empowerment and the dairy cooperative movement in India.

Question 13: USP stands for

- (1) Unique Sales Product
- (2) Unique Sell Product
- (3) Unique Selling Point
- (4) Unique Sales Promotion

Correct Answer: (3) Unique Selling Point

Solution: A Unique Selling Point (USP) refers to the key factor or feature that differentiates a product from its competitors, making it appealing to customers.

 Quick Tip

A USP is what makes a product stand out in a crowded market. Always think about what makes your product unique when crafting a marketing strategy.

Question 14: Which of these is also known as 'Speciality advertising'?

- (1) Covert Advertising
- (2) Merchandise
- (3) Celebrity Endorsement
- (4) Institutional Advertising

Correct Answer: (2) Merchandise

Solution: Speciality advertising refers to the use of merchandise, like promotional products, to create awareness and encourage brand loyalty.

💡 Quick Tip

Specialty advertising often involves branded products like pens, t-shirts, or mugs that help keep the brand top of mind for consumers.

Question 15: Match List-I with List-II:

List-I (Contribution)	List-II (Personality)
(A) Filmmaker	(I) V. S. Naipaul
(B) Author	(II) Amartya Sen
(C) Invented Phonograph	(III) Majid Majidi
(D) Economist	(IV) Thomas Edison

Choose the correct answer from the options given below:

- (1) (A)-(IV), (B)-(II), (C)-(III), (D)-(I)
- (2) (A)-(I), (B)-(III), (C)-(IV), (D)-(II)
- (3) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)
- (4) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)

Correct Answer: (4) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)

Solution: The correct matches are:

- Filmmaker: Majid Majidi (A)-(III)
- Author: V. S. Naipaul (B)-(I)
- Invented Phonograph: Thomas Edison (C)-(IV)
- Economist: Amartya Sen (D)-(II)

💡 Quick Tip

To solve match-the-following questions efficiently, first match the pairs you are confident about, then eliminate incorrect options for the remaining pairs.

Question 16: Arrange these steps of pre-shooting stage in correct order:

- (A) Casting actors
- (B) Acquiring finance
- (C) Writing a script
- (D) Planning a time schedule

Choose the correct answer from the options given below:

- (1) (A), (B), (C), (D)
- (2) (C), (B), (A), (D)
- (3) (B), (A), (D), (C)
- (4) (B), (C), (A), (D)

Correct Answer: (2) (C), (B), (A), (D)

Solution: The correct order of the pre-shooting stage is: 1. Writing a script (C) 2. Acquiring finance (B) 3. Casting actors (A) 4. Planning a time schedule (D)

💡 Quick Tip

The pre-shooting stage generally begins with scripting, followed by securing finances, then casting, and finally creating a detailed time schedule for efficient production.

Question 17: Match List-I with List-II:

List-I (Social Media Platform)	List-II (Features)
(A) X (Twitter)	(I) Professional networking
(B) Snapchat	(II) Reels
(C) LinkedIn	(III) Microblogging
(D) Instagram	(IV) Pictures sharing

Choose the correct answer from the options given below:

- (1) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
- (2) (A)-(I), (B)-(III), (C)-(II), (D)-(IV)
- (3) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)
- (4) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

Correct Answer: (4) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

Solution: The correct matches are:

- X (Twitter): Microblogging (A)-(III)
- Snapchat: Pictures sharing (B)-(IV)
- LinkedIn: Professional networking (C)-(I)
- Instagram: Reels (D)-(II)

 Quick Tip

Remember the main features that differentiate social media platforms. For example, LinkedIn focuses on professional networking while Instagram is known for sharing reels and pictures.

Question 18: Arrange these movies chronologically, according to their release year:

- (A) Neecha Nagar
- (B) Alam Ara
- (C) Ardh Satya
- (D) Bandit Queen

Choose the correct answer from the options given below:

- (1) (A), (B), (C), (D)
- (2) (C), (B), (A), (D)
- (3) (B), (A), (D), (C)
- (4) (B), (A), (C), (D)

Correct Answer: (4) (B), (A), (C), (D)

Solution: The correct chronological order is: 1. Alam Ara (B) - 1931 2. Neecha Nagar (A) - 1946 3. Ardh Satya (C) - 1983 4. Bandit Queen (D) - 1994

 Quick Tip

When arranging movies chronologically, try to recall significant events or milestones in cinema history to help place each film in its appropriate era.

Question 19: Communication with oneself is called:

- (1) Intrapersonal Communication
- (2) Interpersonal Communication
- (3) Group Communication
- (4) Mass Communication

Correct Answer: (1) Intrapersonal Communication

Solution: Intrapersonal communication refers to the communication that occurs within an individual. It involves self-talk, inner thought processes, and reflection.

 Quick Tip

Intrapersonal communication is all about inner dialogue—think of it as “talking to yourself.” It helps in decision-making and self-analysis.

Question 20: Identify the correct order of pages in a daily newspaper:

- (A) Sports Page
- (B) Op-ed Page
- (C) City Page
- (D) Editorial Page

Choose the correct answer from the options given below:

- (1) (A), (B), (C), (D)
- (2) (A), (C), (B), (D)
- (3) (B), (A), (D), (C)
- (4) (C), (D), (B), (A)

Correct Answer: (4) (C), (D), (B), (A)

Solution: The typical sequence of newspaper pages is: 1. City Page (C) - It often contains local news and updates. 2. Editorial Page (D) - It includes the editorial content and opinions. 3. Op-ed Page (B) - It features opinions and editorials from various writers. 4. Sports Page (A) - It includes news related to sports.

 Quick Tip

The order of newspaper pages generally follows the pattern of presenting important local news, followed by editorials, opinions, and finally sports content. Remember this sequence to understand the flow of information in print media.

Question 21: Which of the following media is non-linear?

- (1) Print media
- (2) Radio
- (3) Television
- (4) Social media

Correct Answer: (4) Social media

Solution: Social media is a non-linear medium because it allows users to interact, share, and respond dynamically, unlike traditional media such as radio and print, which follow

a sequential flow of information.

💡 Quick Tip

Non-linear media, like social platforms, enable user interaction and flexible navigation, making them highly engaging.

Question 22: Which of the following shot is suitable to capture emotions and facial expressions in detail?

- (1) Close-up shot
- (2) Long shot
- (3) Wide shot
- (4) Mid shot

Correct Answer: (1) Close-up shot

Solution: A close-up shot focuses on the subject's face, capturing fine details of emotions and expressions, making it ideal for portraying intense emotional moments.

💡 Quick Tip

Close-up shots emphasize facial expressions, allowing viewers to connect with the subject's emotions.

Question 23: Advertisement of a Tour and Travel agency, whose target audience is young adults, shall use which form of media to catch maximum eyeballs?

- (1) Newspaper
- (2) Radio
- (3) Periodicals
- (4) Social media

Correct Answer: (4) Social media

Solution: Social media is the most effective platform to target young adults, as they are highly active on these platforms, allowing for better engagement and reach.

 Quick Tip

To attract young audiences, social media is unmatched due to its reach, interactivity, and targeted advertising capabilities.

Question 24: What is Cooperative Advertising?

- (A) Establishing a relationship between a product and its potential consumers
- (B) Generating and transmitting short and precise messages regarding a cause or a problem
- (C) A system that allows two parties to share advertising costs
- (D) Advertising that compares one brand directly or indirectly with one or more competing brands

Choose the correct answer from the options given below:

- (1) (A) and (D) only
- (2) (B) and (C) only
- (3) (C) only
- (4) (C) and (D) only

Correct Answer: (3) (C) only

Solution: Cooperative advertising involves cost-sharing between two parties, such as a manufacturer and a retailer, to reduce expenses while promoting a product effectively.

 Quick Tip

Cooperative advertising helps manufacturers and retailers share costs, creating a mutually beneficial advertising strategy.

Question 25: While writing a radio script, what should be kept in mind?

- (A) Write simple sentences
- (B) Understand the subject and primary audience
- (C) Know the intended duration
- (D) Use literary words

Choose the correct answer from the options given below:

- (1) (A), (B), and (C) only
- (2) (A), (B), and (D) only
- (3) (B), (C), and (D) only
- (4) (A), (C), and (D) only

Correct Answer: (1) (A), (B), and (C) only

Solution: Radio scripts should use simple language for clarity, address the intended audience effectively, and align with the program's duration to ensure concise and impactful communication.

 Quick Tip

Keep radio scripts clear, concise, and audience-focused to maintain listener engagement within the set time.

Question 26: Which of the following is not considered an ethical journalism practice?

- (1) Sting Operations
- (2) Investigative Journalism
- (3) Political Journalism
- (4) Fashion Journalism

Correct Answer: (1) Sting Operations

Solution: Sting operations often involve deceit and can raise ethical issues, making them less aligned with standard journalistic principles compared to investigative, political, or fashion journalism.

 Quick Tip

Ethical journalism prioritizes fairness, integrity, and truth, while sting operations often occupy a grey ethical zone.

Question 27: What does cyber security protect?

- (1) Traffic Violations
- (2) Intellectual Property Rights
- (3) Internet connected systems
- (4) Verbal altercation

Correct Answer: (3) Internet connected systems

Solution: Cyber security safeguards internet-connected devices and systems, including

data, software, and hardware, from unauthorized access and cyber threats.

💡 Quick Tip

Cyber security ensures the safety of digital systems, protecting against unauthorized access and cyberattacks.

Question 28: Which of the following is NOT a 'netiquette'?

- (1) Identification of oneself
- (2) Stalking
- (3) Appropriate language
- (4) Taking care of others' privacy

Correct Answer: (2) Stalking

Solution: Netiquette encompasses respectful and ethical behavior online, including proper identification, polite communication, and privacy respect. Stalking violates these principles and is unethical.

💡 Quick Tip

Netiquette promotes ethical online interactions, while stalking is a violation of acceptable online behavior.

Question 29: Match List-I with List-II:

List-I (Content)	List-II (Genre)
(A) Gender sensitisation programmes	(I) Sensational news
(B) Cookery shows	(II) Informative
(C) Comedy shows	(III) Entertaining
(D) Sting operation	(IV) Educational

Choose the correct answer from the options given below:

- (1) (A)-(I), (B)-(III), (C)-(II), (D)-(IV)
- (2) (A)-(IV), (B)-(II), (C)-(III), (D)-(I)
- (3) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)
- (4) (A)-(II), (B)-(IV), (C)-(I), (D)-(III)

Correct Answer: (2) (A)-(IV), (B)-(II), (C)-(III), (D)-(I)

Solution: (A) Gender sensitisation programmes are educational, (B) Cookery shows are informative, (C) Comedy shows are entertaining, and (D) Sting operations focus on sensational news.

 Quick Tip

Match content with its genre by understanding the primary intent: educate, inform, entertain, or sensationalize.

Question 30: Identify the correct sequence of stages in an advertising campaign:

- (A) Brief to the client
- (B) Promotion
- (C) Media Planning
- (D) Research

Choose the correct answer from the options given below:

- (1) (A), (B), (D), (C)
- (2) (D), (A), (C), (B)
- (3) (B), (A), (D), (C)
- (4) (C), (D), (A), (B)

Correct Answer: (2) (D), (A), (C), (B)

Solution: The process of an advertising campaign involves: (D) Research, (A) Briefing the client, (C) Media planning, and finally (B) Promotion, ensuring a systematic and effective campaign.

 Quick Tip

Follow the sequence: research, client brief, media planning, and promotion for an effective advertising campaign.

Question 31: What do you understand by the term TRP?

- (1) Television Rating Points
- (2) Traffic Rating Points
- (3) Television Ranking Points
- (4) Television Reference Purpose

Correct Answer: (1) Television Rating Points

Solution: TRP (Television Rating Points) is a metric that measures the popularity of television programs. It helps broadcasters and advertisers determine viewership and make informed decisions about programming and ad placements.

 Quick Tip

TRP is crucial for assessing the popularity and reach of TV shows, directly influencing advertising investments.

Question 32: Which among these is not a film genre?

- (1) Eastern
- (2) Action
- (3) Western
- (4) Drama

Correct Answer: (1) Eastern

Solution: "Eastern" is not a recognized film genre, unlike "Western," which depicts stories set in the American frontier. Action and Drama are also well-established genres in the film industry.

 Quick Tip

Familiarize yourself with common film genres like Action, Drama, and Western. "Eastern" is not categorized as a genre.

Question 33: Which of these characteristic(s) define journalism?

- (1) Entertaining the audience
- (2) Collecting, analysing, verifying, and presenting information
- (3) Public service announcements
- (4) Advocacy for business concerns

Correct Answer: (2) Collecting, analysing, verifying, and presenting information

Solution: Journalism is centered on gathering, analyzing, verifying, and presenting accurate information to inform the public responsibly.

 Quick Tip

Journalism emphasizes impartiality and accuracy in presenting verified information to the public.

Question 34: A radio presenter should avoid the use of

- (1) active voice
- (2) jargons
- (3) simple sentences
- (4) conversational language

Correct Answer: (2) jargons

Solution: Radio presenters should use simple, clear language to communicate effectively with a broad audience. Using jargon can confuse listeners and detract from the message.

 Quick Tip

Avoid jargon in broadcasting. Prioritize clarity and accessibility to ensure effective communication.

Question 35: Identify the brand associated with this tagline - "JUST DO IT".

- (1) Adidas
- (2) Reebok
- (3) Nike
- (4) Puma

Correct Answer: (3) Nike

Solution: "JUST DO IT" is a globally recognized tagline of Nike, symbolizing motivation and peak performance in sports and athletics.

 Quick Tip

Taglines are crucial for brand identity. "JUST DO IT" epitomizes Nike's focus on athletic motivation.

Question 36: Radio broadcasting first started in which of the two cities of India?

- (1) Delhi and Bombay
- (2) Bombay and Calcutta
- (3) Delhi and Calcutta
- (4) Calcutta and Chennai

Correct Answer: (2) Bombay and Calcutta

Solution: Radio broadcasting in India began in Bombay and Calcutta, setting the stage for the development of public broadcasting services.

 Quick Tip

Bombay and Calcutta were the pioneering cities in India's radio broadcasting history.

Question 37: A series of rough sketches which helps in visualising and organising camera treatment is called:

- (1) Rough cut
- (2) Call sheet
- (3) Story board
- (4) Recce

Correct Answer: (3) Story board

Solution: A storyboard consists of rough sketches used in filmmaking to visualize scenes and plan camera shots, ensuring clarity in storytelling.

 Quick Tip

Storyboards are essential for pre-visualizing scenes and coordinating filmmaking efforts effectively.

Question 38: What does the term "public media" refer to?

- (1) Privately owned
- (2) Serving masses
- (3) Individual expression

(4) Inaccessible

Correct Answer: (2) Serving masses

Solution: Public media refers to media platforms designed to serve the masses, often providing educational, informational, and entertainment content for community benefit.

 Quick Tip

Public media prioritizes community service through accessible and educational content.

Question 39: Which of these is an Indian News Agency?

- (1) Reuters
- (2) PTI
- (3) AFP
- (4) AP

Correct Answer: (2) PTI

Solution: PTI (Press Trust of India) is a major Indian news agency, supplying news content to numerous media organizations across the country.

 Quick Tip

PTI is India's leading news agency, providing national and international news coverage.

Question 40: Which among these is a news writing format?

- (1) Inverted glass
- (2) Cylindrical
- (3) Inverted Pyramid
- (4) Pyramid

Correct Answer: (3) Inverted Pyramid

Solution: The inverted pyramid format presents the most important information first, followed by supporting details, ensuring readers receive the key points immediately.

💡 Quick Tip

The inverted pyramid style is commonly used in news writing to highlight key information upfront.

Read the passage and answer the question that follows:

Advertising Trends

Like most areas of marketing, advertising is changing rapidly. New forms of media available are blurring the distinction between different avenues. Convergence of different media is giving rise to an advertising convergence. The convergence of television and the internet opens many potential opportunities for marketers to target customers in ways not available with traditional television advertising. Even the print is merging into the web. However, these new media forms have limited reach as they are technology-intensive and not affordable for everyone. The Internet has become the new hub for the ICE age [Information, Communication, Entertainment]. Podcasting, Audio-Podcasting, Video-RSS Feeds, Networked Gaming—may offer themselves as major outlets for advertising in the near future. The game of old plus new goes on, and marketers must stay informed of new developments and understand how their customers are using these in ways that may offer advertising opportunities.

Question 41: What limitation is associated with using New Media?

- (1) Limited reach
- (2) Low production costs
- (3) Less brand associations
- (4) Low visual impact

Correct Answer: (1) Limited reach

Solution: The passage explains that new media forms are technology-intensive and not affordable for everyone, which means that their reach is limited. Despite offering innovative opportunities, these new forms of media are unable to reach all potential audiences compared to traditional media.

💡 Quick Tip

While new media offers fresh and innovative options, its reach is often constrained by technological and affordability barriers, making it less accessible than traditional media.

Question 42: What advertising trend is mentioned in the passage regarding digital convergence?

- (1) Traditional media dominance
- (2) Decreased reliance on the internet
- (3) Convergence of television and internet
- (4) RSS feeds

Correct Answer: (3) Convergence of television and internet

Solution: The passage mentions that the convergence of television and internet is opening new opportunities for marketers, allowing them to target customers in innovative ways that were not possible with traditional television advertising.

 Quick Tip

Digital convergence allows media platforms to merge, creating unique marketing opportunities by combining the strengths of both television and internet.

Question 43: How does the passage describe the convergence of television and the Internet in advertising?

- (1) Decreased costs
- (2) More reach
- (3) Market opportunities
- (4) Traditional advertising dominance

Correct Answer: (3) Market opportunities

Solution: The passage discusses how the convergence of television and the Internet opens new opportunities for marketers, providing innovative ways to target customers that were previously unavailable with traditional advertising.

 Quick Tip

Combining different media platforms often leads to new ways to reach consumers and expand market possibilities in the advertising world.

Question 44: What does the passage predict as potential outlets for advertising in the future?

- (1) Traditional media only

- (2) Print and television
- (3) Networked gaming
- (4) OOH

Correct Answer: (3) Networked gaming

Solution: The passage mentions that Podcasting, Audio-Podcasting, Video-RSS Feeds, and Networked Gaming are emerging as major outlets for advertising in the near future, indicating the growth of digital platforms for marketing purposes.

 Quick Tip

Digital platforms like networked gaming are becoming popular advertising spaces, offering new ways to connect with audiences, especially in targeted demographics.

Question 45: What is the Internet referred to as about Information, Communication, and Entertainment?

- (1) Conventional media
- (2) Hub for the ICE age
- (3) Outdated medium
- (4) Print media

Correct Answer: (2) Hub for the ICE age

Solution: The passage describes the Internet as a new hub for the ICE (Information, Communication, Entertainment) age, indicating its role as a central medium for these purposes.

 Quick Tip

The Internet serves as a core platform for the ICE (Information, Communication, Entertainment) age, integrating these functions in a single, accessible space.

Read the passage and answer the question that follows:

Public Broadcasting in India

Public broadcasting has gone through multiple changes in India since the age of its in-

ception. Radio broadcasting began here in the early 1920s. Later, in 1936, the All India Radio started its operation. Lionel Fielden was instrumental in developing the radio programming on AIR. Television broadcasting started in the late 1950s. Earlier, television was a part of AIR but by 1970, television centres were opened in the various parts of the country other than Delhi. In 1976, Doordarshan which was working under All India Radio became an independent and separate department. Between August 1975 and July 1976, an experiment called the Satellite Instructional Television Experiment (SITE) was conducted. Under this programme, the Indian government used the American satellite ATS-6 to broadcast educational programmes to several villages of six states in India. Community TV sets were distributed and educational programmes were broadcast. Entertainment was also a part of these programmes in the form of dance, music, drama, folk songs, etc. In the 1990s, television and radio were brought together under Prasar Bharati.

Question 46: When did the television centres open in the various parts of the country?

- (1) 1960
- (2) 1970
- (3) 1975
- (4) 1979

Correct Answer: (2) 1970

Solution: According to the passage, television broadcasting started in the late 1950s, but it was in 1970 that television centres were opened in various parts of the country other than Delhi.

 Quick Tip

Remember key dates in the history of broadcasting in India; 1970 marked the expansion of television centres beyond Delhi.

Question 47: SITE stands for:

- (1) Satellite Instructional Television Experiment
- (2) Satellite Informational Television Experiment
- (3) Satellite Instructional Television Exposure
- (4) Satellite Instructional Television Examination

Correct Answer: (1) Satellite Instructional Television Experiment

Solution: The passage clearly mentions that the SITE was conducted between August 1975 and July 1976 to broadcast educational programmes using the American satellite ATS-6.

💡 Quick Tip

SITE was a key project aimed at using satellite technology to deliver educational content to rural areas in India.

Question 48: Doordarshan became an independent and separate department in which year?

- (1) 1974
- (2) 1972
- (3) 1976
- (4) 1978

Correct Answer: (3) 1976

Solution: According to the passage, Doordarshan, which was previously a part of All India Radio, became an independent and separate department in 1976.

💡 Quick Tip

In 1976, Doordarshan's separation from AIR marked a new phase in public broadcasting in India.

Question 49: Which programmes were aired on community TV sets?

- (1) Educational
- (2) Horror
- (3) Religious
- (4) Comedy

Correct Answer: (1) Educational

Solution: According to the passage, community TV sets were used to broadcast educational programmes to several villages of six states in India.

💡 Quick Tip

SITE aimed to broadcast educational content to rural areas using community TV sets, providing accessible learning to villagers.

Question 50: Dance and drama were broadcast under which category?

- (1) Informative
- (2) Educational
- (3) Entertainment
- (4) Lifestyle

Correct Answer: (3) Entertainment

Solution: According to the passage, dance and drama were part of the entertainment programmes that were broadcast on community TV sets.

💡 Quick Tip
Entertainment elements like dance and drama were included to make educational programs more engaging for rural audiences.