

CUET 2024 MASS Media Online Question Paper with Solution

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

Solution: The correct answer is (2) Advocacy. 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 characterise 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's

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

Solution: The correct answer is (1) (A), (B), and (C) only. 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)

Solution: The correct answer is (4) (C), (B), (D), (A). The correct order of the process of communication is: 1. Sender (C) 2. Message (B) 3. Receiver (D) 4. Feedback (A)

The communication process starts with the sender, who encodes and sends a message. The receiver then decodes the message and provides feedback to the sender.

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

Solution: The correct answer is (3) Sam Altman. 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

Solution: The correct answer is (3) David Ogilvy. 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)

- (A) Doordarshan
- (B) Aaj Tak
- (C) BBC
- (D) Sony

List-II (Type)

- (I) International
- (II) Conglomerate
- (III) Government
- (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)

Solution: The correct answer is (2) (A)-(III), (B)-(II), (C)-(I), (D)-(IV). 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)

Solution: The correct answer is (1) (A)-(I), (B)-(II), (C)-(III), (D)-(IV). 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

Solution: The correct answer is (3) Bimal Roy. '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

Solution: The correct answer is (4) When the receiver understands the message. 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

Solution: The correct answer is (2) Shekhar Gupta. 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

Solution: The correct answer is (3) Forming beliefs about a certain group. 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

Solution: The correct answer is (2) Shyam Benegal. '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

Solution: The correct answer is (3) Unique Selling Point. 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

Solution: The correct answer is (2) Merchandise. 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)

Solution: The correct answer is (4) (A)-(III), (B)-(I), (C)-(IV), (D)-(II). 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)

Solution: The correct answer is (2) (C), (B), (A), (D). 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)

Solution: The correct answer is (4) (A)-(III), (B)-(IV), (C)-(I), (D)-(II). 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)

Solution: The correct answer is (4) (B), (A), (C), (D). 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

Solution: The correct answer is (1) Intrapersonal Communication. 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)

Solution: The correct answer is (4) (C), (D), (B), (A). 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

Solution: The correct answer is (4) Social media. Social media is a non-linear medium because it allows users to interact, share, and respond in a non-sequential way, unlike traditional media that follows a linear path.

Quick Tip

Non-linear media allows for user interaction and dynamic navigation, which is characteristic of digital platforms like social media.

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

Solution: The correct answer is (1) Close-up shot. A close-up shot is used to capture the fine details of a subject's facial expressions and emotions, making it suitable for depicting emotional intensity.

Quick Tip

Close-up shots are ideal for emphasizing emotions, as they focus on the face and allow viewers to see every nuance of expression.

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

Solution: The correct answer is (4) Social media. Young adults are highly active on social media platforms, making it the best medium to reach this target audience and maximize engagement for advertisements.

Quick Tip

To reach young adults effectively, social media is the preferred medium as it offers a broad reach, engagement, and the ability to target specific demographics.

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

Which of the options given above is correct:

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

- (3) (C) only
- (4) (C) and (D) only

Solution: The correct answer is (3) (C) only. Cooperative advertising is an arrangement where two parties, usually a manufacturer and a retailer, share the advertising costs. This type of advertising is designed to reduce the financial burden on both parties while promoting a product effectively.

Quick Tip

Cooperative advertising helps to lower costs for manufacturers and retailers, creating a win-win situation. Always think of cooperation between two entities sharing costs when you come across this term.

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

Which of the options given above is correct:

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

Solution: The correct answer is (1) (A), (B), and (C) only. When writing a radio script, it's crucial to use simple sentences to maintain clarity, understand the subject and audience to ensure relevance, and know the intended duration to fit the broadcast schedule.

Quick Tip

Radio scripts should be direct and easy to understand. Avoid using complex language and ensure you consider the target audience and time limitations.

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

Solution: The correct answer is (1) Sting Operations. Sting operations often involve deception and can raise serious ethical concerns. They are not considered a standard ethical practice in journalism compared to investigative, political, or fashion journalism, which follow journalistic ethics.

Quick Tip

Ethical journalism focuses on accuracy, fairness, and integrity. Sting operations often involve ethical grey areas and can lead to misuse of power.

Question 27: What does cyber security protect?

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

Solution: The correct answer is (3) Internet connected systems. Cyber security is designed to protect systems connected to the internet, including data, software, and hardware, from cyberattacks and unauthorized access.

Quick Tip

Cyber security is essential for protecting digital information and systems. Remember that its primary goal is to safeguard devices and networks from cyber threats.

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

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

Solution: The correct answer is (2) Stalking. Netiquette refers to the correct or acceptable way of communicating on the internet. It includes practices such as identifying oneself, using appropriate language, and respecting others' privacy. Stalking, on the other hand, is an unethical behavior that is not part of netiquette.

Quick Tip

Netiquette is all about respectful and ethical online behavior. Remember that stalking or invading someone's privacy is never acceptable.

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)

Solution: The correct answer is (2) (A)-(IV), (B)-(II), (C)-(III), (D)-(I). The correct matches are: - Gender sensitisation programmes: Educational (A)-(IV) - Cookery shows: Informative (B)-(II) - Comedy shows: Entertaining (C)-(III) - Sting operation: Sensational news (D)-(I)

Quick Tip

When matching content types with genres, focus on the primary purpose of the content. Educational programs are designed to inform and teach, while entertaining content like comedy shows is meant to amuse the audience.

Question 30: Identify the correct sequence of following 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)

Solution: The correct answer is (2) (D), (A), (C), (B). The correct order of the stages in an advertising campaign is: 1. Research (D) - Gather relevant data and insights. 2. Brief to the client (A) - Develop and share a campaign proposal. 3. Media Planning (C) - Decide the media channels for the campaign. 4. Promotion (B) - Execute the advertising campaign.

Quick Tip

The process of advertising begins with thorough research, followed by briefing the client, then planning the media channels, and finally executing the promotion. Remember this sequence for a structured advertising strategy.

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

Solution: The correct answer is (1) Television Rating Points. TRP (Television Rating Points) is a metric that indicates the popularity of television programs. It is used to measure the viewership and help advertisers make decisions regarding which programs to invest in.

Quick Tip

TRP is an important metric for broadcasters as it helps determine the popularity of a show and its reach. High TRP indicates higher audience engagement.

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

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

Solution: The correct answer is (1) Eastern. Unlike "Western," which is a recognized film genre depicting stories set in the American frontier, "Eastern" is not a recognized film genre. The other options, such as Action and Drama, are well-known film genres.

Quick Tip

Common film genres include Action, Drama, Comedy, Horror, and Western. "Eastern" is not classified as a film genre, so always look out for recognizable categories.

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

Solution: The correct answer is (2) Collecting, analysing, verifying, and presenting information. Journalism involves gathering, verifying, and presenting information to inform the public accurately and responsibly.

Quick Tip

Journalism is fundamentally about providing verified information to the public, ensuring accuracy and impartiality.

Question 34: A radio presenter should avoid the use of

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

Solution: The correct answer is (2) jargons. A radio presenter should avoid using jargons, as they can be confusing to the audience. Clear and simple language ensures better communication and understanding.

Quick Tip

Always use clear and simple language when communicating to a broad audience. Avoid technical jargon unless you are sure the audience understands it.

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

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

Solution: The correct answer is (3) Nike. "JUST DO IT" is a famous tagline associated with Nike, known for its motivational branding in sports and athletic products.

Quick Tip

Brand taglines are important elements of brand identity. "JUST DO IT" has become synonymous with Nike's focus on motivation and performance.

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

Solution: The correct answer is (2) Bombay and Calcutta. Radio broadcasting in India initially began in Bombay and Calcutta, laying the foundation for public broadcasting in the country.

Quick Tip

Remember that Bombay and Calcutta were the pioneering cities for radio broadcasting in India, marking the beginning of mass communication via radio.

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

Solution: The correct answer is (3) Story board. A storyboard is a series of rough sketches that helps directors, cinematographers, and the production team visualise scenes and organise camera shots, ensuring effective visual storytelling.

Quick Tip

Storyboards are essential in filmmaking for pre-visualisation, making sure everyone understands how scenes should be shot and what needs to be captured.

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

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

Solution: The correct answer is (2) Serving masses. Public media refers to media services provided for the benefit of the public and are typically aimed at serving the needs of the community, providing information, education, and entertainment to the masses.

Quick Tip

Public media serves the broader public interest and is often funded by the government or non-profit entities to provide educational and informative content.

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

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

Solution: The correct answer is (2) PTI. PTI (Press Trust of India) is one of the largest news agencies in India, providing news content to a wide range of media organizations across the country.

Quick Tip

Remember, PTI (Press Trust of India) is a key news agency in India, while Reuters and AFP are international news agencies.

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

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

Solution: The correct answer is (3) Inverted Pyramid. The inverted pyramid format is a common news writing style where the most important information is presented first, followed by supporting details, and less important information at the end.

Quick Tip

The inverted pyramid style is used to ensure that readers get the most crucial information right away, making it effective for news articles where readers may not read the entire piece.

Question 41: 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.

What limitation is associated with using New Media?

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

Solution: The correct answer is (1) Limited reach. 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

New media, while innovative, often has limitations in terms of reach due to technology requirements. Remember that reach can be a major limitation when it comes to newer forms of advertising.

Question 42: 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.

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

Solution: The correct answer is (3) Convergence of television and internet. 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 refers to the merging of different media technologies. In this case, the blending of television and the internet offers new advertising opportunities and better ways to reach audiences.

Question 43: 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.

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

Solution: The correct answer is (3) Market opportunities. 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 adver-

tising.

Quick Tip

Convergence between different media platforms often leads to new market opportunities, allowing businesses to reach audiences in multiple ways simultaneously.

Question 44: 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.

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

Solution: The correct answer is (3) Networked gaming. 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

Networked gaming and other digital platforms are gaining importance as advertising outlets due to their widespread use and ability to engage specific target audiences effectively.

Question 45: 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.

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

Solution: The correct answer is (2) Hub for the ICE age. 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

Remember that ICE stands for Information, Communication, and Entertainment. The Internet is commonly referred to as the hub for the ICE age due to its vast resources for these purposes.

Question 46: 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 inception. 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.

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

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

Solution: The correct answer is (2) 1970. 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

Key dates are important in understanding the history of broadcasting in India. Remember, television centres in India expanded beyond Delhi in 1970.

Question 47: 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 inception. 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.

SITE stands for:

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

Solution: The correct answer is (1) Satellite Instructional Television Experiment. 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

Remember that SITE stands for Satellite Instructional Television Experiment, which was an important project for broadcasting educational content to rural areas in India.

Question 48: 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 inception. 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.

Doordarshan became an independent and separate department in which year?

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

Solution: The correct answer is (3) 1976. According to the passage, Doordarshan, which was previously a part of All India Radio, became an independent and separate department in 1976.

Quick Tip

Doordarshan was made an independent entity in 1976, marking a significant change in the structure of public broadcasting in India.

Question 49: 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 inception. 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.

Which programmes were aired on community TV sets?

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

Solution: The correct answer is (1) Educational. According to the passage, community TV sets were used to broadcast educational programmes to several villages of six states in India.

Quick Tip

The Satellite Instructional Television Experiment (SITE) was primarily aimed at educational broadcasting, providing instructional content to rural areas.

Question 50: 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 inception. Radio broadcasting began here in 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 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.

Dance and drama were broadcast under which category?

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

Solution: The correct answer is (3) Entertainment. According to the passage, dance and drama were part of the entertainment programmes that were broadcast on community TV sets.

Quick Tip

Entertainment programmes such as dance, drama, and folk songs are often used to attract a wider audience and make educational content more engaging.