

CUET 2023 Mass Media Question Paper with Solutions

Time Allowed :45 minutes	Maximum Marks :200	Total Questions :50
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1. What is the full form of FM?

- (1) Formulae meter
- (2) Form modifier
- (3) Formulae modification
- (4) Frequency modulation

Correct Answer: (4) Frequency modulation

Solution:

FM stands for Frequency Modulation, a method of encoding data in the form of variations in frequency.

Quick Tip

FM is a widely used modulation technique for radio broadcasting.

2. The term 'Op-Ed' means:

- (1) Opposition and Education page
- (2) Page Opposite to the Editorial page
- (3) Opinion and Education page
- (4) Opposition and Editorials

Correct Answer: (2) Page Opposite to the Editorial page

Solution:

The term "Op-Ed" stands for "Opposite the Editorial," and refers to opinion articles that appear on the page opposite to the editorial page of a newspaper.

Quick Tip

Op-Ed articles typically present opinions or perspectives that are independent of the newspaper's editorial stance.

3. From the following, identify the first television soap opera programme telecast by Doordarshan.

- (1) Hum Log
- (2) Buniyaad
- (3) Fauji
- (4) Garam Hawa

Correct Answer: (1) Hum Log

Solution:

"Hum Log" was the first television soap opera telecast by Doordarshan in 1984. It was a major milestone in Indian television history.

Quick Tip

"Hum Log" is widely considered as the first Indian soap opera and a milestone in Doordarshan's history.

4. In which of the following films, radio was depicted as an active medium of communication?

- (1) Lage Raho Munna Bhai
- (2) Pad Man
- (3) Taare Zameen Par
- (4) Chak De India

Correct Answer: (1) Lage Raho Munna Bhai

Solution:

In the movie "Lage Raho Munna Bhai," radio was portrayed as a significant medium of communication, particularly through the character of Munna Bhai communicating with the

masses via radio.

Quick Tip

”Lage Raho Munna Bhai” creatively used radio as an important communication tool in the plot.

5. If you have to shoot a fiction drama series, what would be the sequence of the pre-production plan?

- (A) Recruiting personnels
- (B) Arranging Transportation
- (C) Making a schedule for shoot
- (D) Making a story board
- (E) Finalising location of shooting

Choose the correct answer from the options given below:

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

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

Solution:

The typical sequence for pre-production includes finalizing the location, followed by arranging transportation, recruiting personnel, making the schedule, and then creating a storyboard.

Quick Tip

When planning a shoot, follow a structured sequence, starting with location finalization and then progressing to the more detailed stages.

6. Arrange the advent of following technologies in an ascending order, beginning from the latest to the oldest.

- (A) Social media
- (B) Radio
- (C) Television
- (D) Film
- (E) Print media

Choose the correct answer from the options given below:

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

Correct Answer: (1) (E), (A), (D), (B), (C)

Solution:

The correct order of technologies, starting from the oldest to the latest, is as follows:

Print media → Social media → Film → Radio → Television

Print media is the oldest, followed by the advent of radio, television, and then the newer technologies of film and social media.

Quick Tip

When organizing technologies in chronological order, remember that traditional media (print, radio) came before modern ones (television, film, and social media).

7. Match List - I with List - II.

List I (Advertising Forms)	List II (Definition)
(A) Public Service Advertising	(I) Mostly used when a new product is introduced
(B) Advocacy Advertising	(II) Compares one brand with one or more competing brands
(C) Comparative Advertising	(III) Any advertisement in the interest of society at large
(D) Informational Advertising	(IV) Also known as social service advertising

Choose the correct answer from the options given below:

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

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

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

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

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

Solution:

- Public Service Advertising (A) is associated with advertising for societal causes (IV).
- Advocacy Advertising (B) typically involves messages in the interest of society (III).
- Comparative Advertising (C) involves comparing different brands (II).
- Informational Advertising (D) is often used when introducing a new product (I).

Quick Tip

Public service advertising aims for societal benefit, while advocacy aims to promote specific causes. Comparative advertising highlights brand competition.

8. Match List - I with List - II.

List I (Show Formats)	List II (Programmes)
(A) Reality show	(I) National Geographic
(B) Talk show	(II) NDTV Good Times
(C) Documentaries	(III) Walk the Talk
(D) Life Style show	(IV) Indian Idol

Choose the correct answer from the options given below:

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

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

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

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

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

Solution:

- Reality show (A) corresponds to Indian Idol (IV).
- Talk show (B) corresponds to Walk the Talk (III).

- Documentaries (C) corresponds to National Geographic (I).
- Life Style show (D) corresponds to NDTV Good Times (II).

Quick Tip

When matching shows to their programs, note that "Reality shows" often include famous competition-based shows like "Indian Idol" and "Talk shows" have specific interview formats like "Walk the Talk."

9. Which of the following is an example of cyber activism?

- (1) Me Too movement
- (2) Green revolution
- (3) White revolution
- (4) Grey revolution

Correct Answer: (1) Me Too movement

Solution:

The "Me Too" movement is a prime example of cyber activism, as it spread widely through social media platforms to raise awareness about sexual harassment and violence.

Quick Tip

Cyber activism often uses the internet and social media to bring attention to social issues and encourage action.

10. Which war was telecast live for the first time in the history of television?

- (1) Russia-Ukraine war
- (2) US-Vietnam war
- (3) Kargil war
- (4) Gulf war I

Correct Answer: (4) Gulf war I

Solution:

The Gulf War (1990-1991) was the first war to be broadcast live on television,

revolutionizing the way wars were covered in the media.

Quick Tip

The Gulf War marked a turning point in how conflicts were reported, with live television broadcasts bringing real-time war coverage to viewers.

11. Who is the script writer of the Radio play "War of the Worlds"?

- (1) Lionel Fielden
- (2) William Cayton
- (3) Orson Welles
- (4) Water Hill

Correct Answer: (3) Orson Welles

Solution:

Orson Welles was the script writer and director of the radio play "War of the Worlds," which aired in 1938 and caused widespread panic due to its realistic presentation of a Martian invasion.

Quick Tip

Orson Welles' "War of the Worlds" is a classic example of how radio can influence mass media and public perception.

12. Identify the tabloid newspapers from the following list.

- (A) Indian Express
- (B) The Hindu
- (C) Mid-Day
- (D) Times of India
- (E) Mumbai Mirror

Choose the correct answer from the options given below:

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

(3) (C) and (E) only

(4) (B) and (C) only

Correct Answer: (3) (C) and (E) only

Solution:

Tabloid newspapers are generally smaller in size and have a focus on sensational news.

”Mid-Day” and ”Mumbai Mirror” are examples of tabloid newspapers in India.

Quick Tip

Tabloid newspapers usually emphasize gossip, scandals, and sensational news, unlike broadsheets like ”The Hindu” or ”Indian Express.”

13. The concept of social messages in regular soap operas broadcast by Doordarshan in 1984 was borrowed from which country?

(1) Mexico

(2) Pakistan

(3) U.K.

(4) Canada

Correct Answer: (1) Mexico

Solution:

The concept of integrating social messages into regular soap operas, such as the show ”Hum Log,” was inspired by Mexico’s soap operas, which often included social and educational messages.

Quick Tip

Doordarshan’s ”Hum Log” was the first Indian television show to integrate social messages, based on Mexico’s television formats.

14. Which film from the following has a fully linear narrative?

(1) Rang De Basanti

(2) Dil Chahta Hai

- (3) Sholay
- (4) Pather Panchali

Correct Answer: (3) Sholay

Solution:

"Sholay" is known for its traditional, linear storytelling style where the narrative progresses in a straightforward manner. The other films, like "Rang De Basanti" and "Dil Chahta Hai," use a more fragmented narrative structure.

Quick Tip

When analyzing films, a linear narrative follows a clear chronological order without flashbacks or non-linear storytelling techniques.

15. Identify the media organisation which rose to popularity for conducting sting operations?

- (1) India Today
- (2) Tehelka
- (3) Outlook
- (4) Frontline

Correct Answer: (2) Tehelka

Solution:

Thelka, a popular Indian news magazine, rose to fame due to its involvement in conducting sting operations, particularly for exposing corruption.

Quick Tip

Thelka is known for its investigative journalism and use of sting operations to expose scandals in various sectors.

16. Which of the following statements is/are correct?

- (A) Star News is owned by ADAG
- (B) Headlines Today is owned by Times Group

- (C) Big TV is owned by Sun Network
- (D) Colors is owned by Network 18
- (E) Dish TV is owned by India Today

Choose the correct answer from the options given below:

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

Correct Answer: (3) (B), (C), (D), (E) only

Solution:

- Star News is owned by Star India, not ADAG. So, (A) is incorrect.
- Headlines Today is owned by the Times Group, so (B) is correct.
- Big TV is owned by the Sun Network, so (C) is correct.
- Colors is owned by Network 18, so (D) is correct.
- Dish TV is owned by India Today, so (E) is correct.

Quick Tip

Media ownership can change over time, so it's important to check the latest information regarding news and television channels.

17. Who is called the father of Indian Cinema?

- (1) Prithvi Raj Kapoor
- (2) V. Shantaram
- (3) Mehboob Khan
- (4) Dada Saheb Phalke

Correct Answer: (4) Dada Saheb Phalke

Solution:

Dada Saheb Phalke is considered the father of Indian cinema. He directed India's first feature film, "Raja Harishchandra," in 1913, marking the beginning of Indian cinema.

Quick Tip

Dada Saheb Phalke is revered for his contributions to the birth of Indian cinema and his pioneering efforts in film production.

18. The ability to sift through and analyze the messages that inform, entertain and sell to us every day is called?

- (1) Media ability
- (2) Media culture
- (3) Media literacy
- (4) Media awareness

Correct Answer: (3) Media literacy

Solution:

Media literacy refers to the ability to access, analyze, evaluate, and create media in a variety of forms. It is crucial for understanding the influence media has on our thoughts and actions.

Quick Tip

Being media literate allows you to critically engage with the media you consume and recognize how it shapes public opinion and culture.

19. Detailed analysis of a news report in the form of discussion or narratives, are called

- (1) Features
- (2) News stories
- (3) Editorials
- (4) Opinions

Correct Answer: (1) Features

Solution:

A "feature" is a detailed analysis of a topic or event, often written in a narrative or discussion format. Unlike news stories, which focus on facts, features provide deeper insight and context.

Quick Tip

Features are often longer articles that provide background information and analysis on current events, unlike shorter, factual news reports.

20. Match List - I with List - II.

List I (Films)	List II (Genres)
(A) Deewar	(IV) Action
(B) Golmal	(I) Comedy
(C) Satya	(II) Crime
(D) Robot	(III) Sci-fi

Choose the correct answer from the options given below:

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

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

Solution:

- "Deewar" (A) is an action film, so it matches with (IV).
- "Golmal" (B) is a comedy film, so it matches with (I).
- "Satya" (C) is a crime film, so it matches with (II).
- "Robot" (D) is a sci-fi film, so it matches with (III).

Quick Tip

Genres help categorize films based on their thematic elements and storytelling style, making it easier for audiences to select films they enjoy.

21. Arrange the following elements of the communication process in proper sequence.

- (A) Message

- (B) Sender
- (C) Receiver
- (D) Channel
- (E) Feedback

Choose the correct answer from the options given below:

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

Correct Answer: (3) (B), (A), (D), (C), (E)

Solution:

The correct sequence in the communication process is:

1. Sender (B) encodes and sends the message (A).
2. The message travels via a channel (D) to the receiver (C).
3. The receiver then provides feedback (E).

Quick Tip

In the communication process, the sender initiates communication, the message travels through a medium (channel), and feedback ensures that the message was received and understood.

22. Match List - I with List - II.

List I (Roles)	List II (Nature of Work)
(A) Anchor	(III) Presents a programme
(B) Script writer	(I) Writes a script
(C) Actor	(IV) Performs different roles
(D) Camera person	(II) Operates the camera

Choose the correct answer from the options given below:

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

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

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

Correct Answer: (3) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)

Solution:

- An anchor (A) presents a programme (III).
- A script writer (B) writes a script (I).
- An actor (C) performs different roles (IV).
- A camera person (D) operates the camera (II).

Quick Tip

When considering roles in media production, each role has a specific contribution to making a programme successful, from creating the script to presenting and capturing the visual elements.

23. Which of the following is NOT an advantage of radio advertising?

- (1) It can disseminate video messages.
- (2) One does not need high education level to understand the message.
- (3) It has high frequency of dissemination of messages.
- (4) It delivers the message immediately.

Correct Answer: (1) It can disseminate video messages.

Solution:

Radio advertising cannot disseminate video messages. It primarily delivers audio content, unlike television or digital media that include both visual and audio elements.

Quick Tip

Radio advertising is effective for reaching a wide audience through auditory messaging, but it cannot convey visual content like video advertisements.

24. Which term is referred to for physical displacement of the camera either on ground or in air or in water?

- (1) Pan
- (2) Tilt
- (3) Track
- (4) Walk

Correct Answer: (3) Track

Solution:

”Tracking” refers to the physical movement or displacement of the camera, usually on a track or rail, to follow the action. Unlike ”panning” or ”tilting,” which are rotational movements, ”tracking” involves movement across a scene.

Quick Tip

In filmmaking, ”tracking” helps create dynamic shots, where the camera follows the action, adding energy and movement to the scene.

25. Which among the following are classified as radio genres?

- (A) News Reels
- (B) Fashion shows
- (C) Music
- (D) Reunions
- (E) Quizzes

Choose the correct answer from the options given below:

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

Correct Answer: (1) (A), (C), (E) only

Solution:

Radio genres typically include news reels (A), music programs (C), and quizzes (E). Fashion shows and reunions are less common as radio formats.

Quick Tip

Radio programming focuses on genres like news, music, and interactive formats such as quizzes, making it a diverse medium for entertainment and information.

26. Who among the following said "In democracy, formation of values, and priorities takes place through open public discussion and representative participation"?

- (1) Walter Lipmann
- (2) Majid Tehranian
- (3) Amartya Sen
- (4) Abhijit Banerjee

Correct Answer: (3) Amartya Sen

Solution:

Amartya Sen, an economist and philosopher, is known for his work on welfare economics and the role of democracy in human development. He emphasized the importance of public discussions and representative participation in shaping values and priorities.

Quick Tip

In a democracy, open discussions allow diverse perspectives, helping in forming values and setting priorities for society.

27. An advertisement showing women washing and cleaning while men driving, reading, and playing is an example of:

- (1) Culture
- (2) Social change
- (3) Stereotyping by mass media
- (4) Activism

Correct Answer: (3) Stereotyping by mass media

Solution:

This advertisement portrays traditional gender roles, with women performing household

tasks and men involved in more active pursuits. Such representations reinforce stereotypes and can shape public perception in a biased way.

Quick Tip

Stereotyping in advertisements can perpetuate social biases. Media literacy helps to recognize and challenge such representations.

28. Which of the following is NOT a scheduling strategy on Television?

- (1) Theming
- (2) Tentpoling
- (3) Cold switching
- (4) Bridging

Correct Answer: (3) Cold switching

Solution:

Cold switching refers to the practice of switching between programs without any lead-in or promotion, which is not considered an effective strategy in television programming.

Theming, tentpoling, and bridging are established strategies for program scheduling.

Quick Tip

Television programming strategies like theming and tentpoling help maintain viewer engagement and improve ratings by scheduling related content.

29. Which of the following is not a Newspaper format?

- (1) Broadsheet
- (2) Tabloid
- (3) Berliner
- (4) TRP

Correct Answer: (4) TRP

Solution:

Broadsheet, tabloid, and Berliner are formats of newspapers based on the size and style of

the layout. TRP (Television Rating Point) is not a newspaper format, but rather a metric for measuring television viewership.

Quick Tip

Newspaper formats are categorized by the size and layout of the pages. TRP, on the other hand, measures television audience engagement.

30. Which of the following is an example of live communication?

- (1) Cinema
- (2) News reels
- (3) Theatre
- (4) Documentaries

Correct Answer: (3) Theatre

Solution:

Theatre is an example of live communication, as it involves a live interaction between performers and the audience. Other options like cinema, news reels, and documentaries are pre-recorded forms of communication.

Quick Tip

Live communication, like in theatre, allows for immediate feedback and interaction, making it distinct from other media forms.

31. Identify the scholar associated with the theory of Mass Audience?

- (1) Marshall McLuhan
- (2) Herbert Blumer
- (3) Denis McQuail
- (4) Elihu Katz

Correct Answer: (3) Denis McQuail

Solution:

Denis McQuail is well-known for his contributions to media and communication theory,

particularly in the study of mass communication and audience behavior. He developed a comprehensive framework for understanding the mass audience.

Quick Tip

The study of mass audiences involves understanding how media content is consumed and interpreted by large groups of people. Denis McQuail made significant contributions to this area.

32. Which of the following features are categorized under netiquettes?

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

Correct Answer: (1) (A), (B), (D) only

Solution:

Netiquettes, or internet etiquette, include spamming, respect for privacy, and using appropriate language online. Stalking and trolling are negative online behaviors and do not fall under netiquettes.

Quick Tip

When practicing netiquettes, avoid harmful behaviors like trolling or stalking, and always respect others' privacy.

33. Match List - I with List - II. Match the films with their directors.

List I (Films)	List II (Directors)
(A) Battleship Potemkin	(I) Ingmar Bergman
(B) Lawrence of Arabia	(II) Fred Zinnemann
(C) Wild Strawberries	(III) Sergei M. Eisenstein
(D) High Noon	(IV) David Lean

Choose the correct answer from the options given below:

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

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

Solution:

- "Battleship Potemkin" was directed by Sergei M. Eisenstein (III).
- "Lawrence of Arabia" was directed by David Lean (IV).
- "Wild Strawberries" was directed by Ingmar Bergman (I).
- "High Noon" was directed by Fred Zinnemann (II).

Quick Tip

The history of cinema includes iconic directors, with Eisenstein's influence on montage, and Lean's epic filmmaking.

34. A specific marketing technique where two or more businesses team up to reach a broader shared population is called

- (1) Cross promotion
- (2) Celebrity promotion
- (3) Publicity
- (4) Film promotion

Correct Answer: (1) Cross promotion

Solution:

Cross promotion refers to a marketing technique in which two or more businesses collaborate to reach a shared target audience. This is often used to expand the reach of both brands and increase awareness among new customers.

Quick Tip

Cross promotion is beneficial for businesses looking to expand their market reach and gain exposure through partnerships.

35. Arrange the following activities of bringing out a newspaper in correct sequence, beginning from the first to last.

- (A) Writing reports
- (B) Collecting information
- (C) Editing reports
- (D) Distributing
- (E) Printing the content

Choose the correct answer from the options given below:

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

Correct Answer: (3) (A), (B), (C), (D), (E)

Solution:

The correct sequence for bringing out a newspaper is: Collecting information, writing reports, editing reports, printing the content, and finally distributing the newspaper. This ensures the proper flow of production.

Quick Tip

Understanding the workflow of newspaper production is essential for effective journalism and media management.

36. The term of 'Mis en Scene' means :

- (1) Beauty contest
- (2) Staging an action

(3) Narrating a complex story

(4) Giving film awards

Correct Answer: (2) Staging an action

Solution:

'Mis en Scene' is a French term used in filmmaking that refers to the staging or arrangement of the action. It includes the composition of the shots, setting, props, actors, costumes, and other visual elements. It is about how the scene is set up for the camera.

Quick Tip

Understanding 'Mis en Scene' is crucial in film studies as it allows a deeper appreciation of how every visual element in a scene contributes to storytelling.

37. Which of the following is not an item/content of the Editorial page of a newspaper?

(1) Middle

(2) Lead features

(3) News Report

(4) Letters to the editor

Correct Answer: (1) Middle

Solution:

Editorial pages typically contain lead features, news reports, and letters to the editor.

"Middle" is not considered a standard item of the editorial page.

Quick Tip

Editorial pages in newspapers generally focus on opinion pieces, commentaries, and reports that are relevant to public interest.

38. What is the full form of "GIF"?

(1) General Interchangeable Format

(2) Graphic Interchange Format

(3) Graphic International Format

(4) General International Format

Correct Answer: (2) Graphic Interchange Format

Solution:

GIF stands for "Graphic Interchange Format" and is commonly used for images and animations on the internet.

Quick Tip

GIF is a popular file format for simple animations and small-sized images on the web due to its wide support.

39. Identify the task done in the post-shooting stage in the film-making process from the following?

- (1) Writing
- (2) Editing
- (3) Casting actors
- (4) Budgeting the project

Correct Answer: (2) Editing

Solution:

Editing is the primary task done in the post-shooting stage of filmmaking. This is where raw footage is assembled into the final version of the film. Writing, casting, and budgeting occur in earlier stages of the filmmaking process.

Quick Tip

Post-production editing involves cutting and arranging scenes, adding effects, and finalizing audio and visuals to create the final film.

40. Who among the following is associated with 'The Two Step Flow' theory?

- (1) Marshall McLuhan
- (2) Harold Lasswell
- (3) George Orwell

(4) Paul Lazarsfeld

Correct Answer: (4) Paul Lazarsfeld

Solution:

The 'Two Step Flow' theory was developed by Paul Lazarsfeld and his colleagues. This theory suggests that media influence is indirect, flowing first to opinion leaders and then to the wider population.

Quick Tip

The Two Step Flow theory emphasizes the role of opinion leaders in spreading information, suggesting that they are more influential than direct media exposure alone.

41. Read the passage and answer the following question.

Mindless television can have negative impact. The term 'couch potato' is used for people who spend most of their time in front of a television set. Too much television can distract people from other activities, like reading, sports, or helping others.

Since television viewing is a sedentary activity, it can also lead to obesity. Catchy advertisements on TV can tempt people to buy various products. Television viewing has also been linked with the creation of stereotypes. Watching violent programmes have been linked with violent behaviour in both adults and children.

TV in itself is neither good nor bad. It is just another medium of communication. The positive and negative effects depend upon how we use the medium.

Which of the following is NOT linked with television viewing?

- (1) Obesity
- (2) Creation of stereotypes
- (3) Violent Behaviour
- (4) Diplomacy

Correct Answer: (4) Diplomacy

Solution:

The passage explains how television viewing is associated with various negative impacts such as obesity, creation of stereotypes, and violent behaviour. However, there is no mention

of television being linked to diplomacy. Therefore, option (4) is the correct answer.

Quick Tip

In comprehension questions, always eliminate options that are explicitly supported by the passage. The correct answer is usually the one that is unrelated or not mentioned.

42. Read the passage and answer the following question.

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TV in itself is neither good nor bad. It is just another medium of communication. The positive and negative effects depend upon how we use the medium.

Which of the following is a negative impact of television viewing?

- (1) Awareness
- (2) Entertainment
- (3) Relaxation
- (4) Sedentary activity

Correct Answer: (4) Sedentary activity

Solution:

According to the passage, television viewing is described as a sedentary activity, which can lead to obesity. This classifies it as a negative impact. The other options—awareness, entertainment, and relaxation—are not mentioned as negative outcomes.

Quick Tip

In comprehension-based questions, look for explicit cause-effect phrases like “can lead to” or “linked with” to identify negative or positive outcomes.

43. Read the passage and answer the following question.

Mindless television can have negative impact. The term ‘couch potato’ is used for people who spend most of their time in front of a television set. Too much television can distract people from other activities, like reading, sports, or helping others.

Since television viewing is a sedentary activity, it can also lead to obesity. Catchy advertisements on TV can tempt people to buy various products. Television viewing has also been linked with the creation of stereotypes. Watching violent programmes have been linked with violent behaviour in both adults and children.

TV in itself is neither good nor bad. It is just another medium of communication. The positive and negative effects depend upon how we use the medium.

‘Couch Potato’ refers to:

- (1) Relaxation
- (2) Distraction
- (3) Too much TV viewing
- (4) Entertainment

Correct Answer: (3) Too much TV viewing

Solution:

As clearly defined in the passage, a ‘couch potato’ is someone who spends most of their time in front of a television. This phrase directly refers to excessive or mindless television viewing, making option (3) the correct answer.

Quick Tip

When a term is introduced in quotes within a passage, the explanation often immediately follows. Use that definition to match it with the right option.

44. Read the passage and answer the following question.

Mindless television can have negative impact. The term ‘couch potato’ is used for people who spend most of their time in front of a television set. Too much television can distract people from other activities, like reading, sports, or helping others.

Since television viewing is a sedentary activity, it can also lead to obesity. Catchy advertisements on TV can tempt people to buy various products. Television viewing has also been linked with the creation of stereotypes. Watching violent programmes have been linked with violent behaviour in both adults and children.

TV in itself is neither good nor bad. It is just another medium of communication. The positive and negative effects depend upon how we use the medium.

Mindless television can have:

- (1) Relaxation
- (2) Awareness
- (3) Negative impact
- (4) Positive impact

Correct Answer: (3) Negative impact

Solution:

The passage begins with the line, “Mindless television can have negative impact,” which clearly supports option (3). The other options—relaxation, awareness, and positive impact—are not stated or implied in the passage as effects of mindless television.

Quick Tip

In reading comprehension questions, always prioritize direct phrases from the passage to identify the correct answer with certainty.

45. Read the passage and answer the following question.

Mindless television can have negative impact. The term ‘couch potato’ is used for people who spend most of their time in front of a television set. Too much television can distract people from other activities, like reading, sports, or helping others.

Since television viewing is a sedentary activity, it can also lead to obesity. Catchy advertisements on TV can tempt people to buy various products. Television viewing has also been linked with the creation of stereotypes. Watching violent programmes have been linked with violent behaviour in both adults and children.

TV in itself is neither good nor bad. It is just another medium of communication. The

positive and negative effects depend upon how we use the medium.

Which of the following is not related to too much television viewing?

- (1) Distraction
- (2) Concentration
- (3) Couch potato
- (4) Obesity

Correct Answer: (2) Concentration

Solution:

The passage associates too much television viewing with being a couch potato, distraction from activities, and obesity due to sedentary behavior. However, it does not mention that television viewing enhances or relates to concentration—making option (2) the correct answer.

Quick Tip

When asked to identify something not related, eliminate the options clearly mentioned in the passage, then look for the odd one out.

46. Read the passage and answer the following question.

Layout is a double edged sword: on the one hand, it is the expression of a framework that actively shapes the web designer. On the other hand, as the designer adapts that framework to projects, layout is the means of content delivery. Publishing a web engages communication throughout the production process as well as within the product created. Publication implies adaptation of culture and content standards. Web design incorporates multiple intersections between many layers of technical and social understanding, demanding creative direction, design element structure, and some form of social organization. Differing goals and methods resolve effectively in successful deployment of education, software and team management during the design process. However, many competing and evolving platforms and environments challenge acceptance, completion and continuity of every design product.

What is considered as a double-edged sword?

- (1) Product

(2) Element structure

(3) Layout

(4) Web designer

Correct Answer: (3) Layout

Solution:

The passage opens with the sentence, “Layout is a double edged sword,” directly identifying layout as the correct answer. It refers to how layout both influences the web designer and serves as a tool for delivering content.

Quick Tip

When a phrase from the question appears exactly in the passage, match it with the statement in the same line for a direct answer.

47. Read the passage and answer the following question.

Layout is a double edged sword: on the one hand, it is the expression of a framework that actively shapes the web designer. On the other hand, as the designer adapts that framework to projects, layout is the means of content delivery. Publishing a web engages communication throughout the production process as well as within the product created. Publication implies adaptation of culture and content standards. Web design incorporates multiple intersections between many layers of technical and social understanding, demanding creative direction, design element structure, and some form of social organization. Differing goals and methods resolve effectively in successful deployment of education, software and team management during the design process. However, many competing and evolving platforms and environments challenge acceptance, completion and continuity of every design product.

Layout is the means of:

(1) Creative intersection

(2) Social understanding

(3) Social organisation

(4) Content delivery

Correct Answer: (4) Content delivery

Solution:

According to the passage, layout is described as “the means of content delivery” as the designer adapts it to projects. This directly supports option (4).

Quick Tip

Use key phrases like “is the means of” or “is defined as” to quickly pinpoint answers in comprehension texts.

48. Read the passage and answer the following question.

Layout is a double edged sword: on the one hand, it is the expression of a framework that actively shapes the web designer. On the other hand, as the designer adapts that framework to projects, layout is the means of content delivery. Publishing a web engages communication throughout the production process as well as within the product created. Publication implies adaptation of culture and content standards. Web design incorporates multiple intersections between many layers of technical and social understanding, demanding creative direction, design element structure, and some form of social organization. Differing goals and methods resolve effectively in successful deployment of education, software and team management during the design process. However, many competing and evolving platforms and environments challenge acceptance, completion and continuity of every design product.

Publication implies adaptations of:

- (1) Culture and content standards
- (2) Evolving platforms
- (3) Creative and technical understanding
- (4) Software and team management

Correct Answer: (1) Culture and content standards

Solution:

The passage states, “Publication implies adaptation of culture and content standards.” This directly supports option (1) as the correct answer.

Quick Tip

When a question uses the word “implies,” look for explanatory or definitional sentences in the passage for a direct match.

49. Read the passage and answer the following question.

Layout is a double edged sword: on the one hand, it is the expression of a framework that actively shapes the web designer. On the other hand, as the designer adapts that framework to projects, layout is the means of content delivery. Publishing a web engages communication throughout the production process as well as within the product created. Publication implies adaptation of culture and content standards. Web design incorporates multiple intersections between many layers of technical and social understanding, demanding creative direction, design element structure, and some form of social organization. Differing goals and methods resolve effectively in successful deployment of education, software and team management during the design process. However, many competing and evolving platforms and environments challenge acceptance, completion and continuity of every design product.

What gets resolved with successful deployment of education, software and team management during the design process?

- (1) Disputes in management
- (2) Salaries are dispersed
- (3) Differing goals and methods
- (4) Social growth of organisations

Correct Answer: (3) Differing goals and methods

Solution:

The passage clearly states that “Differing goals and methods resolve effectively in successful deployment of education, software and team management.” Hence, option (3) is the correct answer.

Quick Tip

Look for exact phrase matches from the question in the passage for accuracy in comprehension-based answers.

50. Read the passage and answer the following question.

Layout is a double edged sword: on the one hand, it is the expression of a framework that actively shapes the web designer. On the other hand, as the designer adapts that framework to projects, layout is the means of content delivery. Publishing a web engages communication throughout the production process as well as within the product created. Publication implies adaptation of culture and content standards. Web design incorporates multiple intersections between many layers of technical and social understanding, demanding creative direction, design element structure, and some form of social organization. Differing goals and methods resolve effectively in successful deployment of education, software and team management during the design process. However, many competing and evolving platforms and environments challenge acceptance, completion and continuity of every design product.

Which of the following is NOT challenged by competing and evolving platforms of every design product?

- (1) Continuity
- (2) Management
- (3) Completion
- (4) Acceptance

Correct Answer: (2) Management

Solution:

The passage mentions that evolving platforms challenge “acceptance, completion and continuity.” Management is not listed among the challenged elements, making option (2) the correct answer.

Quick Tip

Watch out for questions asking what is “NOT” stated. Eliminate all options that are explicitly mentioned to find the correct one.