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CUET UG

Previous Year Question Paper

2022

Section II

Mass Media / Mass Communication



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Which film marked the birth of Indian film industry?

- (1) Pather Panchali
- (2) Alam Ara
- (3) Raja Harishchandra
- (4) Sach aur Jhooth

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name:MASS MEDIA STUDIES

Question:

Which of the following is NOT a part of Interpersonal communication?

- (1) Basic Stage
- (2) Phatic Stage
- (3) Interpersonal Stage
- (4) Intimate Stage

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Question:

Arrange in sequence the following steps used for designing a website.

- (A) Take into account audience characteristics
- (B) Work on web page layout
- (C) Define purpose of website
- (D) Develop a site map
- (E) Develop information architecture in which the content is categorized and formulate information structure

Choose the **correct** answer from the options given below :

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

A 1

B 2

C 3

D 4



Section Name:MASS MEDIA STUDIES

Question:

Which of the below listed films was shot with sync sound?

- (1) Yuva
- (2) Lagaan
- (3) 83
- (4) Roja

A	1
B	2
C	3
D	4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Which of the following social networks is used for B to B engagement?

- (1) Facebook
- (2) LinkedIn
- (3) Twitter
- (4) Foursquare

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Fill in the blanks :

‘Tabloid Journalism’ is frequently termed _____ journalism principally because of its inclination to sensationalise news

- (1) Orange
- (2) Black
- (3) Red
- (4) Yellow

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

_____ is used to tell every member on a film production when they are required on set.

- (1) Time Table
- (2) Periodic Table
- (3) Attendance Sheet
- (4) Call Sheet

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Promotion mix includes sales promotion, personal selling, advertising and _____.

- (1) Marketing
- (2) Sales
- (3) Publicity
- (4) Product

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Question:

Op – Ed is the abbreviation for

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

A	1
B	2
C	3
D	4



Section Name: MASS MEDIA STUDIES

Question:

A straight and instant change in a visual is called

- (1) Fade in/ out
- (2) Cut
- (3) Dissolve
- (4) Bleach

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

The advertisement of Soda Water by the brand Kingfisher is an example of which type of advertising?

- (1) Covert Advertising
- (2) Cooperative Advertising
- (3) Surrogate Advertising
- (4) Comparative Advertising

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Question:

A search for locations to shoot for the script written by a writer is known as

- (1) Plot
- (2) Ground Plan
- (3) Recce
- (4) Interior Location

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

The ability to sift through and analyze the messages that inform, entertain and sell to us everyday is defined as

- (1) Citizen Literacy
- (2) Network Literacy
- (3) Adult Literacy
- (4) Media Literacy

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name:MASS MEDIA STUDIES

Question:

Which period is considered as the 'Golden Age' of Indian Cinema?

- (1) Neo-Realism
- (2) Coloured Transmission
- (3) Parallel Cinema Movement
- (4) Mainstream Cinema Movement

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Question:

Herbert Blumer is associated with the concept of

- (1) Mass Audience
- (2) Folk Culture
- (3) Traditional Culture
- (4) Traditional Society

A	1
B	2
C	3
D	4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Match List - I with List - II.

List - I

(Name of the Director)

- (A) Satyajit Ray
- (B) Francis Ford Coppola
- (C) K. Asif
- (D) Kathryn Bigelow

List - II

(Name of the movie)

- (I) Mughal-e-Azam
- (II) The Hurt Locker
- (III) Godfather
- (IV) Pather Panchali

Choose the **correct** answer from the options given below :

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

A 1

B 2

C 3

D 4



CIET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Arrange the following stages of a film production in sequence.

- (A) Storyboarding
- (B) Shooting
- (C) Scripting
- (D) Editing
- (E) Preparing a Call Sheet

Choose the **correct** answer from the options given below :

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

A	1
B	2
C	3
D	4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

The first major theory of mass media on audiences was the

- (1) Uses and Gratification theory
- (2) Cultivation theory
- (3) Personal Influence theory
- (4) Hypodermic Needle theory

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Which of the following is NOT an example of OOH ?

- (1) Kiosk
- (2) Billboards
- (3) Direct Mail
- (4) Banners

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name:MASS MEDIA STUDIES

Question:

Berliner is a

- (1) Newspaper Format
- (2) Video Format
- (3) Advertising Format
- (4) Radio Format

A 1

B 2

C 3

D 4

CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

The Two-Step flow theory was postulated by :

- (1) Harold Lasswell
- (2) Marshall McLuhan
- (3) Paul Lazarsfeld
- (4) Denis McQuail

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

A complex production is created by adding sounds, adjusting the starting and finishing time. All these changes can be done through a software in radio. This process is called :

- (1) Mixer
- (2) Control Interface
- (3) Equalizer
- (4) Automation

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Who is considered as the Father of Documentary ?

- (1) Robert Flaharty
- (2) Spielberg
- (3) Grifth
- (4) John Grierson

A	1
B	2
C	3
D	4



CUET 2022 QUESTION PAPER

Question:

According to Majid Tehranian, which one of these is NOT a mega-trend in the 21st Century?

- (1) Globalization
- (2) Regionalization
- (3) Demonetization
- (4) Democratization

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name:MASS MEDIA STUDIES

Question:

‘Keyhole Journalism’ is also known as

- (1) Precision Journalism
- (2) Cheque book Journalism
- (3) Page 3 Journalism
- (4) Sting Journalism

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Match **List - I** with **List - II**.

List - I

- (A) Print
- (B) OOH
- (C) Celebrity endorsement
- (D) Merchandise

List - II

- (I) Trade shows
- (II) Logos on Jackets
- (III) Harpic with Akshay Kumar
- (IV) Newspapers

Choose the **correct** answer from the options given below :

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

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Which of the following text editors are used for creating and editing website files on MAC systems?

- (A) Text Wrangler
- (B) Notepad++
- (C) Kate
- (D) Smultron
- (E) Credit

Choose the **correct** answer from the options given below :

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

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name:MASS MEDIA STUDIES

Question:

The main news story on the front page of a newspaper is known as

- (1) Nameplate
- (2) Article
- (3) Lead Story
- (4) Display

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Question:

Arrange the following phases of a television production in sequence.

- (A) Discussion with crew and talents
- (B) Scripting
- (C) Dry runs
- (D) Arranging equipment
- (E) Striking (taking down) sets

Choose the **correct** answer from the options given below :

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

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Public Service Advertising is also known as

- (A) Informational Advertising
- (B) Cooperative Advertising
- (C) Comparative Advertising
- (D) Public Awareness Advertising
- (E) Social Service Advertising

Choose the **correct** answer from the options given below :

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

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name:MASS MEDIA STUDIES

Question:

Who was the first Director-General of All India Radio?

- (1) Edward Gordon
- (2) Lionel Fielden
- (3) Pare Lorentz
- (4) A. William Bluem

A	1
B	2
C	3
D	4



CUET 2022 QUESTION PAPER

Section Name:MASS MEDIA STUDIES

Question:

There are certain factors taken into account like accuracy, humour, interactive capability while writing for production. They are categorized under :

- (1) Technical
- (2) Presentation
- (3) Content
- (4) Production

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

LAN refers to

- (1) Land Area Network
- (2) Linked Addresses Network
- (3) Local Area Network
- (4) Level Allowing Network

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name:MASS MEDIA STUDIES

Question:

Which type of advertising allows two parties to share the cost?

- (1) Institutional ads
- (2) Covert ads
- (3) Cooperative ads
- (4) Commercial ads

A	1
B	2
C	3
D	4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Match **List - I** with **List - II**.

List - I

- (A) Radio News Bulletins
- (B) Radio Magazine Programmes
- (C) Radio News Reels
- (D) Radio Features

List - II

- (I) present 'spot' reports, comments, interviews and extracts from speeches
- (II) biography of a great leader
- (III) summaries of news stories in order of importance and interest values
- (IV) music performances, variety programmes

Choose the **correct** answer from the options given below :

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

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Match **List - I** with **List - II**.

List - I	List - II
(A) Behaviouristic	(I) Individual's personality like age, gender, family size
(B) Geographic	(II) The desire of having an elevated status
(C) Demographic	(III) Brand Loyalty
(D) Psychographic	(IV) Socio-economic structure of rural and urban population

Choose the **correct** answer from the options given below :

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

- | | |
|---|---|
| A | 1 |
| B | 2 |
| C | 3 |
| D | 4 |



CUET 2022 QUESTION PAPER

Question:

Which of the following key contributors work together in the pre-shooting phase of a film?

- (A) Actor
- (B) Producer
- (C) Cinematographer
- (D) Director
- (E) Writer

Choose the **correct** answer from the options given below :

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

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

Arrange the following in correct sequence of editing

- (A) Lab receives the exposed film. Exposed film is developed into picture negative
- (B) From this assembly a rough cut is made. From this final cut is made
- (C) Film negative is used to print picture positive
- (D) Sound tracks are added
- (E) Rushes are assembled in the sequence; they will appear as sequence in the film in editing

Choose the correct answer from the options given below :

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

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Question:

What kind of offence is 'Phishing' in cyber crime?

- (1) Online bullying
- (2) Online stalking
- (3) Online trolling
- (4) Online fraud

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Section Name: MASS MEDIA STUDIES

Question:

With a sound recorder, you can

- (A) Amplify a weak signal from a microphone or other audio source
- (B) Dismantle sets
- (C) Control the volume and ensure quality of sound
- (D) Select a specific microphone
- (E) Edit a visual sequence

Choose the **correct** answer from the options given below :

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

A 1

B 2

C 3

D 4

Question:

Read the passage below to answer the Questions

Market segmentation is a process of breaking down larger target markets into smaller segments with specific characteristics. It helps to customize a product/service and also evolve the advertising strategy to reach the target group. Another example of the market segmentation is the athletic shoe industry. Major manufacturers of athletic shoes have several segmented markets. One segment is based on gender and the other segment is based on the type of sport or activity. They have different promotional campaigns for each market segment. How do they break large markets into smaller ones? Larger markets are most typically divided into smaller target market segments on the basis of geographic, demographic and behaviouristic characteristics. Geographic-the socio-economic structure of rural and urban population is different and affects the purchasing preferences and power. If you are in retail stores business, then your locations within the cities matter. Demographic - customers are individuals and there are many factors that go into the making of an individual personality such as age, race, religion, gender, income level, family size, occupation, education level and marital status.



CUET 2022 QUESTION PAPER

The process of breaking down larger target markets into smaller ones is known as

- (1) Market sections
- (2) Market Sectors
- (3) Market Segmentation
- (4) Market Strategy

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

In how many segments is the market segmentation done ?

(1) 5

(2) 3

(3) 2

(4) 4

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Which of these is categorised under Demographic segment ?

- (1) Climate Conditions
- (2) Brand Loyalty
- (3) Family Size and Income
- (4) Luxury Brands

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Market Segmentation helps evolve _____.

- (1) Advertising Strategy
- (2) PR Strategy
- (3) Financial Strategy
- (4) Business Plan

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Which of the following is a Geographic Segment ?

- (1) Luxury Brand
- (2) Age
- (3) Income
- (4) Climatic Conditions

A 1

B 2

C 3

D 4

Question:

Read the passage below to answer the Questions.

The entire process of film making is a continuous one. This process can be seen to be taking place through three principal stages. They are pre-shooting, shooting and post shooting stage.

There are certain elements which are the part of the pre shooting stage and gives shape to the concept. These elements include – writing a script, budgeting the project, acquiring finance, casting actors, finalizing the technical and production team and then planning a time schedule for the shoofly that the film fraternity plans.

Every film has to be planned in terms of the budget. There are three types of budget that the film fraternity plans.

These are - above the line budget, below the line expenses and contingent expenses. After dividing on the budget, the art director then, along with director and producer, works upon looking for studios suiting their budgets. Some of the very famous studios in India are as follows : Prabhat Studio in Pune, Bombay Talkies in Mumbai and Vijaya Vauhini Prasad in Chennai.



CUET 2022 QUESTION PAPER

Which stage in film making is considered to be initial stage of production?

- (1) Shooting stage
- (2) Pre-shooting stage
- (3) Post-shooting stage
- (4) Editing

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Which one of the following is a part of the shooting stage in a film production?

- (1) Budgeting
- (2) Acquiring finances
- (3) Casting actors
- (4) Sync sound

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

The fees paid to the principal actors and directors falls under the category of _____.

- (1) Above the line costs
- (2) Below the line costs
- (3) Contingency
- (4) On the line costs

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Prabhat Studio is located in which city?

- (1) Delhi
- (2) Agra
- (3) Mumbai
- (4) Pune

A 1

B 2

C 3

D 4



CUET 2022 QUESTION PAPER

Which is the most famous studio in Kolkata?

- (1) Prabhat Studio
- (2) New Theatres
- (3) Bombay Talkies
- (4) Vijaya Vauhini Prasad

A 1

B 2

C 3

D 4