

CUET UG - 2022
(CANDIDATE RESPONSE SHEET)

Paper/Subject MASS MEDIA STUDIES
Exam Date 05 Aug 2022
Exam Slot 2

Question ID:101701

Section Name:MASS MEDIA STUDIES

Question:

The role of media in encouraging people to give polio vaccines to children would come under which category ?

- (1) Naggar
- (2) Socializer
- (3) Inclusive
- (4) Seller

A 1

B 2

C 3

D 4

Answer Given By Candidate:B

Question ID:101702

Section Name:MASS MEDIA STUDIES

Question:

Which of the following culture grew from its gass roots ?

- (1) Media Culture
- (2) Folk Culture
- (3) Online Culture
- (4) Medium Culture

A 1

B 2

C 3

D 4

Answer Given By Candidate:Not Attempted

Question ID:101703

Section Name:MASS MEDIA STUDIES

Question:

What do you mean by the term "Prototype" ?

- (1) Field
- (2) Bunch
- (3) Cluster
- (4) Sample

A 1

B 2

C 3

D 4

Answer Given By Candidate:D

Question ID:101704

Section Name:MASS MEDIA STUDIES

Question:

Which of these terms indicate biased agenda ?

- (1) Subbing
- (2) Reporting
- (3) Propaganda
- (4) Marketing

A 1

B 2

C 3

D 4

Answer Given By Candidate:C

Question ID:101705

Section Name:MASS MEDIA STUDIES

Question:

Match List - I with List - II.

List - I

- (A) Producer
- (B) Director
- (C) DOP
- (D) Art Director

List - II

- (I) Set Designing
- (II) Cinematographer
- (III) Captain of the Ship
- (IV) Budget

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate:C

Question ID:101706

Section Name:MASS MEDIA STUDIES

Question:

An advertising campaign on 'No smoking' would come under which type of ad ?

- (1) Product ads
- (2) Public Service ads
- (3) Institutional ads
- (4) Covert ads

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

Answer Given By Candidate:D

Question ID:101707

Section Name:MASS MEDIA STUDIES

Question:

Local language press is also referred to as :

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

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

Answer Given By Candidate:D

Question ID:101708

Section Name:MASS MEDIA STUDIES

Question:

News channels are often accused of not being fair and for their support / favour to a particular political party. Which of the following unethical journalistic practice is being followed here ?

- (1) Plagiarism
- (2) Fake news
- (3) Sensationalism
- (4) Partisan Reporting

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

Answer Given By Candidate:D

Question ID:101709

Section Name:MASS MEDIA STUDIES

Question:

The process of converting a Novel into a Film is called :

- (1) Adaptation
- (2) Editing
- (3) Story Boarding
- (4) Writing

- A 1
- B 2
- C 3

D 4

Answer Given By Candidate:**C**

Question ID:101710

Section Name:MASS MEDIA STUDIES

Question:

What is Product advertising ?

- (1) Promotion of a novel business idea for non-profit
- (2) Kind of image correction
- (3) The art of establishing a relationship between a product and consumers
- (4) Concentration on building up the personality or individuality

A 1

B 2

C 3

D 4

Answer Given By Candidate:**C**

Question ID:101711

Section Name:MASS MEDIA STUDIES

Question:

In a Production Budget, the expenditure on “the principal creative elements” such as story and script, producer, director and lead performers are called :

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

A 1

B 2

C 3

D 4

Answer Given By Candidate:**B**

Question ID:101712

Section Name:MASS MEDIA STUDIES

Question:

Match **List - I** with **List - II** Match the campaign with the type of advertising.

List - I**List - II**

- | | |
|--|----------------------------------|
| (A) Family planning campaign by Lintas with a slogan, 'Ek ya do bas' | (I) Covert Advertising |
| (B) A new hotel at a tourist spot trying to create its identity with an advertisement on TV | (II) Comparative Advertising |
| (C) Aston Martin promoted itself as the high profile car used by the character James Bond in his movie | (III) Public Service Advertising |
| (D) Advertising campaign of Tide v/s Rin on TV | (IV) Institutional Advertising |

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate: **C**

Question ID:101713

Section Name:MASS MEDIA STUDIES

Question:

When should one write a 'Subject line' while writing an e-mail ?

- (1) Official memo
- (2) Personal memo
- (3) At your own will
- (4) In all e-mail messages

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D**

Question ID:101714

Section Name:MASS MEDIA STUDIES

Question:

Match List - I with List - II.

List - I

- (A) Geographic segmentation
- (B) Behaviouristic segmentation
- (C) Demographic segmentation
- (D) Psychographic segmentation

List - II

- (I) age/race/religion/gender specific
- (II) desire specific
- (III) area/climate specific
- (IV) brand loyalty/consumer behaviour

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted****Question ID:101715****Section Name:**MASS MEDIA STUDIES**Question:**

Which one of the following is a Social Media Platform ?

- (1) Netflix
- (2) The Hindu
- (3) Twitter
- (4) The Indian Express

A 1

B 2

C 3

D 4

Answer Given By Candidate: **C****Question ID:101716****Section Name:**MASS MEDIA STUDIES**Question:**

Which of the following role is played by social media in a democracy ?

- (1) Antagonist
- (2) Protagonist
- (3) Opinion generator
- (4) Nagger

A 1

B 2

C 3

D 4

Answer Given By Candidate: **B**

Question ID:101717

Section Name:MASS MEDIA STUDIES

Question:

Which kind of language should be used in Radio ?

- (1) Formal language
- (2) Official Language
- (3) Conversational Language
- (4) Technical Language

A 1

B 2

C 3

D 4

Answer Given By Candidate:C

Question ID:101718

Section Name:MASS MEDIA STUDIES

Question:

Match List - I with List - II.

List - I

List - II

- | | |
|-----------------------|------------------------------|
| (A) Lumeire Brothers | (I) Pather Panchali |
| (B) Dada Saheb Phalke | (II) Father of Documentary |
| (C) Satyajit Ray | (III) French Cinematographer |
| (D) John Grierson | (IV) Raja Harishchandra |

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

A 1

B 2

C 3

D 4

Answer Given By Candidate:B

Question ID:101719

Section Name:MASS MEDIA STUDIES

Question:

What is the full form of RJ ?

- (1) Radio Jockey
- (2) Radius Jockey
- (3) Retail Jockey
- (4) Reception Jockey

A 1

B 2

C 3

D 4

Answer Given By Candidate:A

Question ID:101720

Section Name:MASS MEDIA STUDIES

Question:

What is "listening" from the following options ?

- (1) Listening is inactive
- (2) To make conscious efforts to perceive the sounds
- (3) Listening is passive
- (4) Listening is involuntary

A 1

B 2

C 3

D 4

Answer Given By Candidate:B

Question ID:101721

Section Name:MASS MEDIA STUDIES

Question:

Arrange the activities carried out during the Pre - production stage of a film production, in the correct order.

- (A) Casting actors
- (B) Writing a script
- (C) Budgeting the project
- (D) Acquiring the technical and production team
- (E) Acquiring finance

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate:D

Question ID:101722

Section Name:MASS MEDIA STUDIES

Question:

Who among these is a prominent Japanese film maker ?

- (1) Ingman Bergman
- (2) Victorio Desica
- (3) Akira Kurosawa
- (4) Roberto Russellini

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

Answer Given By Candidate: **Not Attempted**

Question ID:101723

Section Name:MASS MEDIA STUDIES

Question:

From the following statements, identify the functions of advertising :

- (A) Creates brand loyalty
- (B) Builds negative environment
- (C) Promotes deceptive branding
- (D) Lessens competitive spirit
- (E) Does not cater to social issues

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

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

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

Answer Given By Candidate: **A**

Question ID:101724

Section Name:MASS MEDIA STUDIES

Question:

During film production, sound is remixed by lengthening, shortening, rearranging or deleting scenes using :

- (1) cut in's
- (2) cut away's
- (3) sound editing software
- (4) camera shots and angles

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

Answer Given By Candidate: **A**

Question ID:101725

Section Name:MASS MEDIA STUDIES

Question:

Which among the following can be considered a disadvantage of TV as a media ?

- (1) Reach
- (2) High cost of production
- (3) Target audience
- (4) Large masses

A 1

B 2

C 3

D 4

Answer Given By Candidate: **B**

Question ID:101726

Section Name:MASS MEDIA STUDIES

Question:

Who was the legend who gave birth to the Indian Film Industry ?

- (1) Dhiren Ganguli
- (2) V. Shantaram
- (3) Satyajit Ray
- (4) Dada Saheb Phalke

A 1

B 2

C 3

D 4

Answer Given By Candidate: **C**

Question ID:101727

Section Name:MASS MEDIA STUDIES

Question:

Arrange in sequence the following stages in post production that transform raw footage into a finished film.

- (A) Picture negative
- (B) Exposed film
- (C) Final cut
- (D) Picture Positive
- (E) Release Print

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate:C

Question ID:101728

Section Name:MASS MEDIA STUDIES

Question:

The role of a conceptualizer working on a website involves :

- (A) Working on the look and feel of the website
- (B) Creating ideas or actions intended to deal with a problem or situation
- (C) Providing relevant text content to the website
- (D) Coming up with ways of conceiving and completing the idea
- (E) Brainstorming the various elements that could be a part of the website

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate:Not Attempted

Question ID:101729

Section Name:MASS MEDIA STUDIES

Question:

The context and its organization for an effective radio programme includes the following factors :

- (A) sound quality
- (B) accuracy
- (C) slogans-themes-logos
- (D) special sound effects and accents
- (E) jingles

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate:C

Question ID:101730

Section Name:MASS MEDIA STUDIES

Question:

Newspapers which get their main support from local advertisers and have the local neighbourhood as their primary readership, are known as _____.

- (1) Broadsheet
- (2) Tabloid
- (3) Free newspapers
- (4) Dailies

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D****Question ID:101731****Section Name:**MASS MEDIA STUDIES**Question:**

Match List - I with List - II.

List - I

- (A) Francis Ford Coppola
- (B) Satyajit Ray
- (C) Charlie Chaplin
- (D) Mani Ratnam

List - II

- (I) Pather Panchali
- (II) Monsieur Verdoux
- (III) Roja
- (IV) The God Father

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted****Question ID:101732****Section Name:**MASS MEDIA STUDIES**Question:**

Which of these should be avoided while preparing a Radio Script ?

- (1) Active voice
- (2) Descriptive words
- (3) Simple sentences
- (4) Technical jargons

A 1

B 2

C 3

D 4

Answer Given By Candidate:D

Question ID:101733

Section Name:MASS MEDIA STUDIES

Question:

Which electronic device revolutionised the entire stand alone media approach ?

- (1) VSB
- (2) Floppy Disk
- (3) Pen drive
- (4) Modem

A 1

B 2

C 3

D 4

Answer Given By Candidate:C

Question ID:101734

Section Name:MASS MEDIA STUDIES

Question:

Bribing the source to get true confessions for a newspaper report is an example of :

- (1) Keyhole Journalism
- (2) Sensationalism
- (3) Chequebook Journalism
- (4) Sting Journalism

A 1

B 2

C 3

D 4

Answer Given By Candidate:Not Attempted

Question ID:101735

Section Name:MASS MEDIA STUDIES

Question:

Desktop publishing has eliminated the roles of _____ and _____ to simplify the production process considerably.

- (A) sub-editor
- (B) reporter
- (C) composer
- (D) correspondent
- (E) layout artist

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate:**A**

Question ID:101736

Section Name:MASS MEDIA STUDIES

Question:

Which of the following options is **not** a part of social Media ?

(1) MS Word

(2) Facebook

(3) Snapchat

(4) Pinterest

A 1

B 2

C 3

D 4

Answer Given By Candidate:**A**

Question ID:101737

Section Name:MASS MEDIA STUDIES

Question:

Which of the following process helps a product build its brand identity through audio-visual language ?

(1) Selling

(2) Buying

(3) Advertising

(4) Designing

A 1

B 2

C 3

D 4

Answer Given By Candidate:**C**

Question ID:101738

Section Name:MASS MEDIA STUDIES

Question:

Web design is :

- (A) the skill of creating presentation of content on a web page.
- (B) delivered to an end user through world wide web
- (C) a part of web development
- (D) writing code
- (E) looking at the layout of a web page

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:101739

Section Name:MASS MEDIA STUDIES

Question:

Films that have exciting stories with new experiences or exotic locales are part of which genre ?

- (1) Historical
- (2) Drama
- (3) Romance
- (4) Adventure

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D**

Question ID:101740

Section Name:MASS MEDIA STUDIES

Question:

What do you understand by Communication Process ?

- (A) Sender
- (B) Encoding
- (C) Receiver
- (D) Feedback
- (E) Decoding

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

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

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D**

Question ID:101741

Section Name:MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

Radio drama is a story told through sound alone. The sound is of course that of dialogue and voices of people, background or mood effects, musical effects, atmospheric effects and the like. Radio drama, like stage drama is based on conflict, uses characters and has a beginning, a middle and an end. Movement and progress, generally to a crisis or climax, must be suggested in radio drama through sounds. The voices of characters must be sufficiently distinguishable, one from the other, lest the listener gets confused. They must sound natural, speak true to character and above all, be interesting.

Radio listeners would be confused by the presence of more than three to four characters. In fact, the shorter the drama (the average duration is 30 to 60 minutes) the fewer should be the major characters. In the early years of Indian broadcasting, the radio play took on the characteristics of the theatre as it existed on the stage in a particular region. Radio plays were broadcast then for three hours at a time. In Bombay, Parsi Gujarati and Urdu plays were frequently put on the air, in Madras, mythological plays proved very popular. It was Lionel Fielden who introduced the present norm of the 30 minute radio play on AIR.

How many characters should be there in a Radio Play ?

- (1) 10 - 15
- (2) 5 - 10
- (3) 3 - 4
- (4) Unlimited

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**Question ID: **101742**

Section Name: MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

Radio drama is a story told through sound alone. The sound is of course that of dialogue and voices of people, background or mood effects, musical effects, atmospheric effects and the like. Radio drama, like stage drama is based on conflict, uses characters and has a beginning, a middle and an end. Movement and progress, generally to a crisis or climax, must be suggested in radio drama through sounds. The voices of characters must be sufficiently distinguishable, one from the other, lest the listener gets confused. They must sound natural, speak true to character and above all, be interesting.

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Who introduced 30 minutes radio plays on AIR ?

- (1) Walter Lippman
- (2) Lionel Fielden
- (3) Satyajit Ray
- (4) Dada Saheb Phalke

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**Question ID: **101743**

Section Name: MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

Radio drama is a story told through sound alone. The sound is of course that of dialogue and voices of people, background or mood effects, musical effects, atmospheric effects and the like. Radio drama, like stage drama is based on conflict, uses characters and has a beginning, a middle and an end. Movement and progress, generally to a crisis or climax, must be suggested in radio drama through sounds. The voices of characters must be sufficiently distinguishable, one from the other, lest the listener gets confused. They must sound natural, speak true to character and above all, be interesting.

Radio listeners would be confused by the presence of more than three to four characters. In fact, the shorter the drama (the average duration is 30 to 60 minutes) the fewer should be the major characters. In the early years of Indian broadcasting, the radio play took on the characteristics of the theatre as it existed on the stage in a particular region. Radio plays were broadcast then for three hours at a time. In Bombay, Parsi Gujarati and Urdu plays were frequently put on the air, in Madras, mythological plays proved very popular. It was Lionel Fielden who introduced the present norm of the 30 minute radio play on AIR.

What is the full form of AIR ?

- (1) All International Radio
- (2) All Inclusive Radio
- (3) All India Radio
- (4) All Independent Radio

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:101744

Section Name:MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

Radio drama is a story told through sound alone. The sound is of course that of dialogue and voices of people, background or mood effects, musical effects, atmospheric effects and the like. Radio drama, like stage drama is based on conflict, uses characters and has a beginning, a middle and an end. Movement and progress, generally to a crisis or climax, must be suggested in radio drama through sounds. The voices of characters must be sufficiently distinguishable, one from the other, lest the listener gets confused. They must sound natural, speak true to character and above all, be interesting.

Radio listeners would be confused by the presence of more than three to four characters. In fact, the shorter the drama (the average duration is 30 to 60 minutes) the fewer should be the major characters. In the early years of Indian broadcasting, the radio play took on the characteristics of the theatre as it existed on the stage in a particular region. Radio plays were broadcast then for three hours at a time. In Bombay, Parsi Gujarati and Urdu plays were frequently put on the air, in Madras, mythological plays proved very popular. It was Lionel Fielden who introduced the present norm of the 30 minute radio play on AIR.

Which type of radio plays proved very popular in Madras ?

- (1) Historical
- (2) Fantasy
- (3) Sci-fiction
- (4) Mythological

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:101745

Section Name:MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

Radio drama is a story told through sound alone. The sound is of course that of dialogue and voices of people, background or mood effects, musical effects, atmospheric effects and the like. Radio drama, like stage drama is based on conflict, uses characters and has a beginning, a middle and an end. Movement and progress, generally to a crisis or climax, must be suggested in radio drama through sounds. The voices of characters must be sufficiently distinguishable, one from the other, lest the listener gets confused. They must sound natural, speak true to character and above all, be interesting.

Radio listeners would be confused by the presence of more than three to four characters. In fact, the shorter the drama (the average duration is 30 to 60 minutes) the fewer should be the major characters. In the early years of Indian broadcasting, the radio play took on the characteristics of the theatre as it existed on the stage in a particular region. Radio plays were broadcast then for three hours at a time. In Bombay, Parsi Gujarati and Urdu plays were frequently put on the air, in Madras, mythological plays proved very popular. It was Lionel Fielden who introduced the present norm of the 30 minute radio play on AIR.

Radio Drama is a story told through _____.

- (1) Visual
- (2) Audio-Visual
- (3) Sound
- (4) Only effects

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:101746

Section Name:MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

PULSE POLIO CAMPAIGN

In the 1980s and early 1990s ads about the Pulse Polio campaign were telecast on the government-owned television's national network, exhorting parents to take their children for the polio drops to camps especially organized for the purpose. The communication was directed mainly at the economically weaker section, which probably had to sacrifice a day's wages and take leave from their casual jobs to get their children immunized .

A number of creative agencies have been involved in making polio commercials more persuasive and saleable. In one of the TVCs, Shah Rukh Khan said that he was not going for his shoot that day, as he had to take his child for polio drops. The ad appeared on the designated day to serve as a reminder to the target audience. It was felt that there was a general perception among people that Pulse Polio drops had to be given only once. In order to dispel the myth and inform people that polio drops had to be given to children till the age of five years, the strategy was changed. When India and Pakistan were engaged in the cricket series in April 2004, another ad was added to the campaign featuring Amitabh Bachchan with 'master blaster' Sachin Tendulkar. In the ad, Bachchan went on to say that the drops had to be given every time there was an announcement about Pulse Polio day, till the child was five years old. He made an analogy with cricket, pointing to Sachin who was sitting next to him, saying that if Sachin walked off the field after a few runs saying it was enough, could India win ? 'No' gestured Sachin, going on to tell viewers, *Do boond. Zindagi ke* (Two drops of life). This campaign has taken a rational route from the beginning, using varying strategies to drive home the point.

Which of the following is a government owned TV network ?

- (1) Doordarshan
- (2) AIR
- (3) Zee
- (4) Star

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:101747

Section Name:MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

PULSE POLIO CAMPAIGN

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'Pulse Polio Ad campaign' falls under which category of Advertising ?

- (1) Co-operative Advertising
- (2) Public Service Advertising
- (3) Product Advertising
- (4) Institutional Advertising

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:101748

Section Name:MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

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Amitabh Bachchan promoting the Pulse Polio Advertising Campaign is an example of :

- (1) Product advertising
- (2) Subliminal advertising
- (3) Television advertising
- (4) Celebrity Endorsement

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:101749

Section Name:MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

PULSE POLIO CAMPAIGN

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In which year was the Pulse Polio ad campaign telecast ?

- (1) 1970s
- (2) 1960s
- (3) 1950s
- (4) 1980s

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:101750

Section Name:MASS MEDIA STUDIES

Question:

Read the passage given below and answer the questions :

PULSE POLIO CAMPAIGN

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Which strategy has been used in the above given campaign ?

- (1) Emotional
- (2) Rational
- (3) Humorous
- (4) Bandwagon

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**