

CUET 2026 May 30 Shift 1 Mass Media

Question Paper (Memory-Based)

Conducted by National Testing Agency (NTA)



General Instructions

- (i) The examination will be conducted in Computer-Based Test (CBT) mode.
- (ii) Each question carries +5 marks for correct answer and -1 mark for wrong answer.
- (iii) The total number of questions are 50.
- (iv) Duration of the exam is 1 hour (60 minutes).

1. Who proposed the famous communication model consisting of Source, Message, Channel and Receiver (SMCR)?

- (A) Harold Lasswell
- (B) David Berlo
- (C) Wilbur Schramm
- (D) Marshall McLuhan

2. Match the following media forms with their primary characteristics.

Column I		Column II	
(A)	Newspaper	(I)	Audio – visualmedium
(B)	Radio	(II)	Printedmedium
(C)	Television	(III)	Audiomedium
(D)	Internet	(IV)	Interactivemedium

Choose the correct answer from the options given below:

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

- (B) A-I, B-II, C-IV, D-III
 - (C) A-II, B-I, C-III, D-IV
 - (D) A-IV, B-II, C-I, D-III
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3. Advertising is primarily aimed at

- (A) Entertaining the audience
 - (B) Persuading people to purchase goods or services
 - (C) Conducting scientific research
 - (D) Providing legal advice
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4. Given below are two statements:

Assertion (A): Journalists are expected to verify information before publishing it.

Reason (R): Accuracy and credibility are important principles of journalism.

Choose the correct answer from the options given below:

- (A) Both A and R are true and R is the correct explanation of A
 - (B) Both A and R are true but R is not the correct explanation of A
 - (C) A is true but R is false
 - (D) A is false but R is true
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5. Who gave the famous statement “The medium is the message”?

- (A) David Berlo
 - (B) Harold Lasswell
 - (C) Marshall McLuhan
 - (D) Wilbur Schramm
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6. Match Column I with Column II.

Column I		Column II	
(A)	<i>PressRelease</i>	(I)	<i>Paidpromotionalcommunication</i>
(B)	<i>Advertisement</i>	(II)	<i>Officialinformationissuedtomedial</i>
(C)	<i>PublicRelations</i>	(III)	<i>Buildingpublicimage</i>
(D)	<i>NewsReport</i>	(IV)	<i>Objectivereportingofevents</i>

Choose the correct answer from the options given below:

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

7. Which of the following is considered a characteristic feature of New Media?

- (A) One-way communication
- (B) Interactivity
- (C) Delayed feedback
- (D) Limited audience reach

8. Given below are two statements:

Assertion (A): Public Relations helps organizations maintain a positive image among the public.

Reason (R): Public Relations is mainly concerned with selling products directly to consumers.

Choose the correct answer from the options given below:

- (A) Both A and R are true and R is the correct explanation of A
- (B) Both A and R are true but R is not the correct explanation of A
- (C) A is true but R is false
- (D) A is false but R is true

9. Fill in the blank by choosing the correct option.

The communication model proposed by Harold Lasswell is represented as:

Who → Says What → _____ → To Whom → With What Effect

- (A) In Which Channel
- (B) Through Which Government
- (C) Through Which Newspaper
- (D) At What Time

10. Match the following media organizations with their primary functions.

Column I		Column II	
(A)	<i>PressTrustofIndia(PTI)</i>	(I)	<i>PublicServiceBroadcasting</i>
(B)	<i>PrasarBharati</i>	(II)	<i>NewsAgency</i>
(C)	<i>AllIndiaRadio(AIR)</i>	(III)	<i>RadioBroadcasting</i>
(D)	<i>Doordarshan</i>	(IV)	<i>TelevisionBroadcasting</i>

Choose the correct answer from the options given below:

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