

CUET 2026 May 30 Shift 1 Mass Media

Question Paper (Memory-Based) with Solutions

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

Correct Answer: (B) David Berlo

Solution:

Step 1: Recall the SMCR Model.

The SMCR Model stands for:

Source → Message → Channel → Receiver

Step 2: Identify the theorist.

This model was proposed by:

David Berlo

in 1960.

Step 3: Evaluate the options.

- Harold Lasswell → Lasswell Model ×
- David Berlo → SMCR Model ✓
- Wilbur Schramm → Interactive Communication Model ×
- Marshall McLuhan → Medium Theory ×

Therefore,

David Berlo

is the correct answer.

Hence,

(B)

Quick Tip: SMCR Model:

S = Source

M = Message

C = Channel

R = Receiver

Remember:

SMCR Model → David Berlo

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

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

Solution:

Step 1: Identify each medium.

Newspaper → Printed Medium

Radio → Audio Medium

Television → Audio-Visual Medium

Internet → Interactive Medium

Step 2: Match the columns.

$A \rightarrow II$

$$B \rightarrow III$$

$$C \rightarrow I$$

$$D \rightarrow IV$$

Step 3: Choose the correct option.

$A - II, B - III, C - I, D - IV$

Therefore,

(A)

is the correct answer.

Quick Tip: Media Classification:

Print Media $\rightarrow$ Newspaper, Magazine

Audio Media $\rightarrow$ Radio

Audio-Visual Media $\rightarrow$ Television

New Media $\rightarrow$ Internet

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

Correct Answer: (B) Persuading people to purchase goods or services

Solution:

Step 1: Recall the meaning of advertising.

Advertising is a paid form of communication used by organizations to promote products, services, or ideas.

Step 2: Understand its main objective.

The primary purpose of advertising is to influence consumer behavior and create awareness about products.

Step 3: Identify the correct answer.

Advertising mainly attempts to:

Persuade consumers to buy products or services

Therefore,

(B)

is the correct answer.

Quick Tip: Main functions of advertising:

Inform

Persuade

Remind

CUET often asks the primary objective of advertising.

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

Correct Answer: (A) Both A and R are true and R is the correct explanation of A

Solution:

Step 1: Examine the Assertion.

Journalists must verify facts before publication to avoid misinformation and maintain public trust.

Assertion (A) is True

Step 2: Examine the Reason.

Accuracy and credibility are among the most important ethical principles in journalism.

Reason (R) is True

Step 3: Determine the relationship.

Because journalists must maintain accuracy and credibility, they verify information before publishing.

Thus, Reason (R) correctly explains Assertion (A).

Therefore,

Both A and R are true and R is the correct explanation of A

Hence,

(A)

is the correct answer.

Quick Tip: Core principles of journalism:

Accuracy

Objectivity

Credibility

Fairness

Verification of facts is the foundation of responsible journalism.

5. Who gave the famous statement “The medium is the message”?

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

Correct Answer: (C) Marshall McLuhan

Solution:

Step 1: Recall the famous media theory.

The phrase

“The medium is the message”

was introduced by media theorist Marshall McLuhan.

Step 2: Understand its meaning.

McLuhan argued that the characteristics of a medium influence society more than the actual content being communicated.

For example:

Television

and

Internet

affect people differently even when they convey similar information.

Step 3: Identify the correct answer.

Therefore,

Marshall McLuhan

gave this famous statement.

Hence,

(C)

is the correct answer.

Quick Tip: Important Communication Thinkers:

Marshall McLuhan

"The medium is the message"

He is also known for the concept:

Global Village

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

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

Solution:

Step 1: Recall the meaning of each term.

Press Release → Official information for media

Advertisement → Paid promotional communication

Public Relations → Building public image

News Report → Objective reporting of events

Step 2: Match the columns.

$A \rightarrow II$

$B \rightarrow I$

$$C \rightarrow III$$

$$D \rightarrow IV$$

Step 3: Select the correct option.

$$A - II, B - I, C - III, D - IV$$

Therefore,

(A)

is the correct answer.

Quick Tip: Remember:

Advertising = Paid Communication

PR = Image Building

Press Release = Information to Media

News = Objective Reporting

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

Correct Answer: (B) Interactivity

Solution:

Step 1: Recall the meaning of New Media.

New Media refers to digital and internet-based communication platforms such as:

Websites

Social Media

Blogs

and

Mobile Applications

Step 2: Identify its major feature.

Unlike traditional media, New Media allows users to actively participate, comment, share and create content.

Step 3: Determine the correct answer.

Therefore, the most important characteristic of New Media is:

Interactivity

Hence,

(B)

is the correct answer.

Quick Tip: Traditional Media:

One-way Communication

New Media:

Two-way Communication

Interactivity

User Generated Content

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

Correct Answer: (C) A is true but R is false

Solution:

Step 1: Examine the Assertion.

Public Relations (PR) focuses on creating goodwill, trust and a positive image of an organization among its stakeholders.

Assertion (A) is True

Step 2: Examine the Reason.

Direct selling of products is primarily the function of:

Advertising and Marketing

not Public Relations.

Reason (R) is False

Step 3: Choose the correct option.

Since Assertion is true and Reason is false,

A is true but R is false

Therefore,

(C)

is the correct answer.

Quick Tip: Difference between Advertising and PR:

Advertising → Product Promotion

Public Relations → Image Building

CUET frequently asks this distinction.

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

Correct Answer: (A) In Which Channel

Solution:

Step 1: Recall Lasswell's Communication Model.

Harold Lasswell proposed one of the earliest communication models.

It is represented as:

Who → Says What → In Which Channel → To Whom → With What Effect

Step 2: Identify the missing component.

The missing part of the model is:

In Which Channel

which refers to the medium used for communication.

Step 3: Select the correct option.

Therefore,

(A) In Which Channel

is the correct answer.

Quick Tip: Lasswell's Formula:

Who → Says What → Channel → Audience → Effect

Remember:

Harold Lasswell → 5-Question Model

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

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

Solution:

Step 1: Recall the organizations.

PTI → News Agency

Prasar Bharati → Public Service Broadcaster

AIR → Radio Broadcasting

Doordarshan → Television Broadcasting

Step 2: Match the columns.

$A \rightarrow II$

$B \rightarrow I$

$$C \rightarrow III$$

$$D \rightarrow IV$$

Step 3: Choose the correct option.

$$A - II, B - I, C - III, D - IV$$

Therefore,

(A)

is the correct answer.

Quick Tip: Important Media Organizations:

PTI → News Agency

Prasar Bharati → Public Service Broadcasting

AIR → Radio

Doordarshan → Television

These are among the most frequently asked media institutions in CUET UG Mass Media.