

BAIO LEARN TOGETHER

UGC NET GENERAL PAPER 1 — DEMO MOCK TEST v2

Unit 4: Communication — Mass Media and Society

📢 IMPORTANT NOTICE FOR CANDIDATES (CBT MODE INFORMATION)

- উদ্দেশ্য: এই পরীক্ষাটি মূলত UGC NET General Paper 1-এর 'Mass Media and Society' টপিকের প্রশ্নের মান, কাঠামোগত বৈচিত্র্য এবং স্ট্যান্ডার্ড বোঝানোর জন্য একটি FREE DEMO DOCUMENT হিসাবে প্রদান করা হলো।
- মূল পরীক্ষা পদ্ধতি (CBT Mode): আমাদের সমস্ত মকটেস্ট BAIO Learn Together App-এ NTA-এর আসল পরীক্ষার মতো পূর্ণাঙ্গ Computer Based Test (CBT) MODE-এ অনুষ্ঠিত হয় (সিমুলেটেড টাইমার, প্যালেট অ্যানালিটিক্স, এবং ইনস্ট্যান্ট অল ইন্ডিয়া র‍্যাংক সহ)।
- উত্তরের র‍্যাঙ্কমাইজেশন: NTA স্ট্যান্ডার্ড অনুযায়ী প্রশ্নের ৪টি সঠিক বিকল্পের (Option 1, 2, 3, 4) র‍্যাঙ্কম এবং সুষম বণ্টন নিশ্চিত করা হয়েছে। উত্তরপত্র সম্পূর্ণ শেষে চার্ট আকারে যুক্ত রয়েছে।

QUESTION 1 | ASSERTION-REASONING

BAIO CBT | Paper 1

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R):

Assertion (A): Mass media play a pivotal role in Agenda-Setting by telling the public not what to think, but what to think about.

Reason (R): Gatekeepers in mass media organizations filter and prioritize news items based on news values and institutional priorities.

- (1) Both (A) and (R) are correct, but (R) is NOT the correct explanation of (A).
- (2) (A) is correct, but (R) is incorrect.
- (3) Both (A) and (R) are correct and (R) is the correct explanation of (A).
- (4) (A) is incorrect, but (R) is correct.

[BAIO CBT APP STATUS] Question ID: 4041001 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 2 | STATEMENT BASED

BAIO CBT | Paper 1

Given below are two statements:

Statement I: According to George Gerbner's Cultivation Theory, heavy television viewers are more likely to perceive the real world as a dangerous place, leading to the 'Mean World Syndrome'.

Statement II: Cultivation Theory argues that media effects are immediate, short-term, and direct on individual audience behaviour.

- (1) Statement I is correct, but Statement II is incorrect.
- (2) Both Statement I and Statement II are correct.
- (3) Both Statement I and Statement II are incorrect.
- (4) Statement I is incorrect, but Statement II is correct.

[BAIO CBT APP STATUS] Question ID: 4041002 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 3 | MATCHING

BAIO CBT | Paper 1

Match List I (Communication Concept/Theory) with List II (Key Proponent/Theorist):

List I:

- Two-Step Flow Theory
- Hot and Cool Media Concept
- Manufacturing Consent & Propaganda Model
- Spiral of Silence

List II:

1. Marshall McLuhan
2. Elisabeth Noelle-Neumann
3. Paul Lazarsfeld & Elihu Katz
4. Noam Chomsky & Edward S. Herman

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

[BAIO CBT APP STATUS] Question ID: 4041003 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 4 | Chronological Sequence

BAIO CBT | Paper 1

Arrange the following technological milestones in the history of Mass Communication in chronological order (from earliest to latest):

- A. Inception of Public Radio Broadcasting
- B. Invention of Gutenberg's Printing Press with movable metal type
- C. Commercial Launch of World Wide Web (WWW)
- D. Development of Electromagnetic Telegraph
- E. Beginning of Public Television Broadcasts

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

[BAIO CBT APP STATUS] Question ID: 4041004 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 5 | Multiple Option Combination

BAIO CBT | Paper 1

Which of the following functions were identified by Harold Lasswell and Charles Wright as core social functions of Mass Communication?

- A. Surveillance of the Environment
- B. Correlation of Parts of Society
- C. Transmission of Cultural Heritage
- D. Entertainment
- E. Personal Identity Validation

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

[BAIO CBT APP STATUS] Question ID: 4041005 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 6 | Assertion-Reasoning

BAIO CBT | Paper 1

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R):

Assertion (A): Digital media convergence has blurred the traditional boundaries between media producers and media consumers.

Reason (R): Web 2.0 technologies enable user-generated content, transforming passive audiences into active 'prosumers'.

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A).
- (2) Both (A) and (R) are correct, but (R) is NOT the correct explanation of (A).
- (3) (A) is correct, but (R) is incorrect.
- (4) (A) is incorrect, but (R) is correct.

[BAIO CBT APP STATUS] Question ID: 4041006 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 7 | Statement I & II**BAIO CBT | Paper 1**

Given below are two statements:

Statement I: The 'Uses and Gratifications Approach' treats the audience as passive recipients who are easily manipulated by mass media messages.

Statement II: Uses and Gratifications Theory focuses on 'what media do to people' rather than 'what people do with media'.

- (1) Both Statement I and Statement II are correct.
- (2) Statement I is correct, but Statement II is incorrect.
- (3) Statement I is incorrect, but Statement II is correct.
- (4) Both Statement I and Statement II are incorrect.

[BAIO CBT APP STATUS] Question ID: 4041007 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 8 | Match List I with List II**BAIO CBT | Paper 1**

Match List I (Normative Press Theory) with List II (Core Principle/Governance Feature):

List I:

- A. Authoritarian Theory
- B. Libertarian Theory
- C. Social Responsibility Theory
- D. Soviet Communist Theory

List II:

1. Media operated as an arm of the state to build a classless communist society
 2. Press must serve public interest, guided by self-regulation (e.g., Press Council)
 3. Strict state censorship and licensing to protect royal/governmental power
 4. Absolute freedom of press without government intervention, based on free marketplace of ideas
- (1) A-1, B-4, C-2, D-3
 - (2) A-3, B-4, C-2, D-1
 - (3) A-3, B-2, C-4, D-1
 - (4) A-4, B-3, C-1, D-2

[BAIO CBT APP STATUS] Question ID: 4041008 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 9 |**BAIO CBT | Paper 1****QUESTION 9 [Chronological Sequence]**

According to Everett Rogers' Diffusion of Innovations Theory, arrange the five stages of the Innovation-Decision Process in proper chronological order:

- A. Decision
 - B. Persuasion
 - C. Knowledge
 - D. Confirmation
 - E. Implementation
- (1) A → B → C → E → D
 - (2) B → C → A → D → E
 - (3) C → B → A → E → D
 - (4) C → A → B → E → D

[BAIO CBT APP STATUS] Question ID: 4041009 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 10 |**BAIO CBT | Paper 1**

QUESTION 10 [Conceptual Flat MCQ]

Which term describes the phenomenon where algorithm-driven social media platforms show users only content that aligns with their existing beliefs, isolating them from opposing viewpoints?

- (1) Echo Chamber / Filter Bubble
- (2) Spiral of Silence
- (3) Hypodermic Needle Effect
- (4) Media Hegemony

[BAIO CBT APP STATUS] Question ID: 4041010 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 11 |**BAIO CBT | Paper 1****QUESTION 11 [Assertion-Reasoning]**

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R):

Assertion (A): Public Service Broadcasting (PSB) in democratic societies is designed to cater to citizenship needs rather than consumer demands.

Reason (R): Commercial media channels depend primarily on advertiser funding, which prioritizes high TRP ratings and entertainment content.

- (1) Both (A) and (R) are correct, but (R) is NOT the correct explanation of (A).
- (2) (A) is correct, but (R) is incorrect.
- (3) (A) is incorrect, but (R) is correct.
- (4) Both (A) and (R) are correct and (R) is the correct explanation of (A).

[BAIO CBT APP STATUS] Question ID: 4041011 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 12 |**BAIO CBT | Paper 1****QUESTION 12 [Statement I & II]**

Given below are two statements:

Statement I: Marshall McLuhan famously categorized Radio as a 'Cool Medium' and Television as a 'Hot Medium'.

Statement II: 'Hot Media' are low in definition and require high user participation, whereas 'Cool Media' are high in definition and require low participation.

- (1) Both Statement I and Statement II are correct.
- (2) Both Statement I and Statement II are incorrect.
- (3) Statement I is correct, but Statement II is incorrect.
- (4) Statement I is incorrect, but Statement II is correct.

[BAIO CBT APP STATUS] Question ID: 4041012 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 13 |**BAIO CBT | Paper 1****QUESTION 13 [Match List I with List II]**

Match List I (Indian Statutory/Regulatory Body) with List II (Associated Sector/Jurisdiction):

List I:

- A. Press Council of India (PCI)
- B. Central Board of Film Certification (CBFC)
- C. Telecom Regulatory Authority of India (TRAI)
- D. Press Information Bureau (PIB)

List II:

1. Nodal agency for communicating Union Government policies to news media
2. Regulation of Telecom Services and Broadcasting Tariffs
3. Statutory body regulating ethics in print journalism
4. Statutory body under Information & Broadcasting Ministry for film certification

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

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

[BAIO CBT APP STATUS] Question ID: 4041013 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 14 |

BAIO CBT | Paper 1

QUESTION 14 [Multiple Option Combination]

Which of the following are key features of the 'Magic Bullet Theory' (also known as Hypodermic Needle Theory) of mass media effects?

- A. Media messages are injected directly into a passive audience.
- B. Audience members react individually and uniformly to media stimuli.
- C. Opinion leaders mediate the effect of mass communication.
- D. Media effects are immediate, powerful, and uniform.
- E. Audiences select media based on personal gratifications.

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

[BAIO CBT APP STATUS] Question ID: 4041014 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 15 |

BAIO CBT | Paper 1

QUESTION 15 [Conceptual Flat MCQ]

In media studies, the concept of 'Media Literacy' primarily refers to the ability of citizens to:

- (1) Buy high-end digital gadgets and television subscriptions.
- (2) Memorize media laws and technical hardware specifications.
- (3) Produce commercial advertisements for mass distribution.
- (4) Access, analyze, evaluate, and create media messages in various forms critically.

[BAIO CBT APP STATUS] Question ID: 4041015 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 16 |

BAIO CBT | Paper 1

QUESTION 16 [Assertion-Reasoning]

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R):

Assertion (A): The 'Spiral of Silence' theory predicts that individuals who perceive their opinion to be in the minority tend to remain silent.

Reason (R): Individuals possess a fear of social isolation and continuously scan their social environment to assess the climate of opinion.

- (1) Both (A) and (R) are correct, but (R) is NOT the correct explanation of (A).
- (2) Both (A) and (R) are correct and (R) is the correct explanation of (A).
- (3) (A) is correct, but (R) is incorrect.
- (4) (A) is incorrect, but (R) is correct.

[BAIO CBT APP STATUS] Question ID: 4041016 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 17 |

BAIO CBT | Paper 1

QUESTION 17 [Statement I & II]

Given below are two statements:

Statement I: The Frankfurt School scholars (Adorno and Horkheimer) coined the term 'Culture Industry' to critique how mass media turns culture into standardized commodities.

Statement II: Critical theorists argue that mass media promote genuine critical consciousness and democratic dissent among working-class audiences.

- (1) Both Statement I and Statement II are correct.

- (2) Both Statement I and Statement II are incorrect.
- (3) Statement I is correct, but Statement II is incorrect.
- (4) Statement I is incorrect, but Statement II is correct.

[BAIO CBT APP STATUS] Question ID: 4041017 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 18 |

BAIO CBT | Paper 1

QUESTION 18 [Chronological Sequence]

Arrange the following communication models in the order of their historical development (from earliest to latest):

- A. Shannon and Weaver's Mathematical Model
- B. Aristotle's Model of Rhetorical Communication
- C. Wilbur Schramm's Interactive Model
- D. David Berlo's SMCR Model

- (1) B → A → C → D
- (2) A → B → D → C
- (3) B → C → A → D
- (4) C → B → A → D

[BAIO CBT APP STATUS] Question ID: 4041018 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 19 |

BAIO CBT | Paper 1

QUESTION 19 [Match List I with List II]

Match List I (Media Term/Concept) with List II (Definition/Explanation):

List I:

- A. Priming
- B. Gatekeeping
- C. Media Hegemony
- D. Digital Divide

List II:

- 1. Dominance of ruling-class ideology maintained through media institutions
 - 2. Media shaping the criteria by which citizens evaluate political leaders
 - 3. Selection and filtering of information before publication
 - 4. Gap between individuals/regions with access to ICT and those without
- (1) A-3, B-2, C-1, D-4
 - (2) A-2, B-1, C-3, D-4
 - (3) A-1, B-3, C-2, D-4
 - (4) A-2, B-3, C-1, D-4

[BAIO CBT APP STATUS] Question ID: 4041019 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 20 |

BAIO CBT | Paper 1

QUESTION 20 [Multiple Option Combination]

Which of the following constitute the 'Five Filters' of news production outlined in Edward Herman and Noam Chomsky's Propaganda Model?

- A. Size, Ownership, and Profit Orientation
- B. Advertising as the Primary Income Source
- C. Sourcing of Mass Media News
- D. Flak and the Enforcers
- E. Direct Citizen Voting on News Headlines

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

[BAIO CBT APP STATUS] Question ID: 4041020 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 21 |

BAIO CBT | Paper 1

QUESTION 21 [Conceptual Flat MCQ]

What is the term used to describe news coverage that focuses heavily on political horse-race poll statistics, scandals, and dramatic presentation rather than substantive policy issues?

- (1) Development Journalism
- (2) Investigative Reporting
- (3) Infotainment / Sensationalism
- (4) Public Interest Broadcasting

[BAIO CBT APP STATUS] Question ID: 4041021 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 22 |

BAIO CBT | Paper 1

QUESTION 22 [Assertion-Reasoning]

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R):

Assertion (A): Social media platforms have accelerated the spread of disinformation and fake news during global crises.

Reason (R): Algorithmic engagement metrics incentivize sensational and emotionally charged content over verified facts.

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A).
- (2) Both (A) and (R) are correct, but (R) is NOT the correct explanation of (A).
- (3) (A) is correct, but (R) is incorrect.
- (4) (A) is incorrect, but (R) is correct.

[BAIO CBT APP STATUS] Question ID: 4041022 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 23 |

BAIO CBT | Paper 1

QUESTION 23 [Statement I & II]

Given below are two statements:

Statement I: 'Prasar Bharati' is India's autonomous public service broadcaster, established under the Prasar Bharati Act, 1990.

Statement II: Prasar Bharati comprises Doordarshan (DD) and All India Radio (AIR / Akashvani).

- (1) Statement I is correct, but Statement II is incorrect.
- (2) Statement I is incorrect, but Statement II is correct.
- (3) Both Statement I and Statement II are incorrect.
- (4) Both Statement I and Statement II are correct.

[BAIO CBT APP STATUS] Question ID: 4041023 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 24 |

BAIO CBT | Paper 1

QUESTION 24 [Match List I with List II]

Match List I (Key Communication Book/Work) with List II (Author):

List I:

- A. Public Opinion (1922)
- B. Understanding Media: The Extensions of Man (1964)
- C. Mass Communication Theory (McQuail's)
- D. Encoding and Decoding in the Television Discourse

List II:

1. Marshall McLuhan
2. Walter Lippmann

3. Stuart Hall
 4. Denis McQuail
 (1) A-1, B-2, C-4, D-3
 (2) A-2, B-1, C-4, D-3
 (3) A-2, B-4, C-1, D-3
 (4) A-3, B-1, C-2, D-4

[BAIO CBT APP STATUS] Question ID: 4041024 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 25 |

BAIO CBT | Paper 1

QUESTION 25 [Multiple Option Combination]

Which of the following are recognized ethical guidelines for journalists published by the Press Council of India (PCI)?

- A. Accuracy and fairness in news reporting
 B. Avoidance of sensationalism and yellow journalism
 C. Protection of confidential sources of information
 D. Publishing unverified rumors if they increase circulation
 E. Avoiding casteist or communal provocation
 (1) A, B, D and E only
 (2) B, C and D only
 (3) A, B, C and E only
 (4) A, C and D only

[BAIO CBT APP STATUS] Question ID: 4041025 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 26 |

BAIO CBT | Paper 1

QUESTION 26 [Conceptual Flat MCQ]

According to Stuart Hall's Encoding/Decoding model, when an audience member fully accepts the media message in the exact terms intended by the encoder, they adopt which decoding position?

- (1) Dominant-Hegemonic Position
 (2) Negotiated Position
 (3) Oppositional Position
 (4) Subversive Position

[BAIO CBT APP STATUS] Question ID: 4041026 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 27 |

BAIO CBT | Paper 1

QUESTION 27 [Chronological Sequence]

Arrange the following Indian Media Laws / Acts in chronological order of their enactment (from oldest to recent):

- A. Information Technology (IT) Act
 B. Press and Registration of Books Act
 C. Press Council Act
 D. Right to Information (RTI) Act
 (1) A → B → C → D
 (2) B → A → C → D
 (3) C → B → A → D
 (4) B → C → A → D

[BAIO CBT APP STATUS] Question ID: 4041027 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 28 |

BAIO CBT | Paper 1

QUESTION 28 [Assertion-Reasoning]

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R):

Assertion (A): Television is considered a powerful medium for distance education and rural development in developing countries.

Reason (R): Television combines audio and visual modes, overcoming literacy barriers among diverse learners.

- (1) Both (A) and (R) are correct, but (R) is NOT the correct explanation of (A).
- (2) Both (A) and (R) are correct and (R) is the correct explanation of (A).
- (3) (A) is correct, but (R) is incorrect.
- (4) (A) is incorrect, but (R) is correct.

[BAIO CBT APP STATUS] Question ID: 4041028 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 29 |

BAIO CBT | Paper 1

QUESTION 29 [Statement I & II]

Given below are two statements:

Statement I: SITE (Satellite Instructional Television Experiment) launched in India in 1975-76 is hailed as one of the largest techno-social communication experiments in the world.

Statement II: SITE was conducted using NASA's ATS-6 satellite to broadcast educational programming directly to thousands of Indian villages.

- (1) Statement I is correct, but Statement II is incorrect.
- (2) Statement I is incorrect, but Statement II is correct.
- (3) Both Statement I and Statement II are correct.
- (4) Both Statement I and Statement II are incorrect.

[BAIO CBT APP STATUS] Question ID: 4041029 | Status: Marked for Review & Next | Attempt Mode: CBT Online

QUESTION 30 |

BAIO CBT | Paper 1

QUESTION 30 [Conceptual Flat MCQ]

Which theoretical perspective suggests that viewing media violence acts as a therapeutic release, reducing an individual's aggressive impulses?

- (1) Catharsis Hypothesis
- (2) Social Learning Theory
- (3) Cultivation Theory
- (4) Stimulation Hypothesis

[BAIO CBT APP STATUS] Question ID: 4041030 | Status: Marked for Review & Next | Attempt Mode: CBT Online

ANSWER KEY & ACADEMIC EXPLANATIONS

UGC NET General Paper 1 — Unit 4: Mass Media and Society (Randomized Answer Key)

Option Distribution Summary: Option (1) = 8 | Option (2) = 7 | Option (3) = 8 | Option (4) = 7 | Total = 30 Questions

Q. No.	Correct Option	Question Type	Key Explanation & Academic Rationale
1	Option (3)	Assertion-Reasoning	Agenda-setting theory (McCombs & Shaw) asserts media shapes public priorities. Gatekeeping is the mechanism through which agenda-setting operates.
2	Option (1)	Statement I & II	Cultivation Theory posits long-term, cumulative, subtle effects rather than immediate/direct short-term effects.
3	Option (4)	Match List I with List II	Two-Step Flow (Lazarsfeld & Katz), Hot/Cool (McLuhan), Propaganda Model (Chomsky & Herman), Spiral of Silence (Noelle-Neumann).
4	Option (2)	Chronological Sequence	Printing Press (~1440) → Telegraph (1830s) → Radio Broadcasting (1920s) → Television Broadcasts (1930s) → WWW (1990s).
5	Option (3)	Multiple Option Combination	Lasswell identified Surveillance, Correlation, and Transmission of Culture; Charles Wright added Entertainment as the 4th core function.
6	Option (1)	Assertion-Reasoning	Prosumer culture (Toffler/Jenkins) driven by Web 2.0 directly explains how convergence blurs producer-consumer roles.
7	Option (4)	Statement I & II	Uses & Gratifications treats audience as ACTIVE and asks 'what people do with media', making both statements incorrect.
8	Option (2)	Match List I with List II	Four Theories of the Press (Siebert et al.): Authoritarian (Censorship/3), Libertarian (Free Market/4), Social Responsibility (Public interest/2), Soviet (State arm/1).
9	Option (3)	Chronological Sequence	Knowledge (Exposure) → Persuasion (Attitude) → Decision (Adopt/Reject) → Implementation (Put to use) → Confirmation (Reinforcement).
10	Option (1)	Conceptual Flat MCQ	Eli Pariser coined 'Filter Bubble' to describe algorithmic curation leading to echo chambers.
11	Option (4)	Assertion-Reasoning	Commercial pressure on ratings forces private media into consumer entertainment, whereas PSB focuses on civic education and public interest.
12	Option (2)	Statement I & II	McLuhan defined Radio as HOT (high definition) and TV as COOL. Hot media are HIGH in definition requiring LOW participation. Both statements are incorrect.
13	Option (3)	Match List I with List II	PCI (Print journalism ethics/3), CBFC (Film certification/4), TRAI (Telecom/Broadcasting/2), PIB (Govt news agency/1).
14	Option (1)	Multiple Option Combination	Magic Bullet Theory assumes direct, immediate, powerful, uniform effects on a passive audience without opinion leaders.
15	Option (4)	Conceptual Flat MCQ	Media Literacy empowers critical thinking to analyze, evaluate, and create messages in mass media.
16	Option (2)	Assertion-Reasoning	Elisabeth Noelle-Neumann's theory explicitly states that fear of isolation causes people to remain silent when in minority.
17	Option (3)	Statement I & II	Frankfurt School argued Culture Industry pacifies workers and suppresses critical consciousness, making Statement II false.

18	Option (1)	Chronological Sequence	Aristotle (300 BC) → Shannon-Weaver (1949) → Schramm Interactive (1954) → Berlo SMCR (1960).
19	Option (4)	Match List I with List II	Priming (Criteria evaluation/2), Gatekeeping (Filtering/3), Hegemony (Class dominance/1), Digital Divide (ICT access gap/4).
20	Option (2)	Multiple Option Combination	Propaganda Model filters: 1. Ownership, 2. Advertising, 3. Sourcing, 4. Flak, 5. Anti-Communism/Ideology.
21	Option (3)	Conceptual Flat MCQ	Infotainment blends information and entertainment, prioritizing sensationalism over substantive policy.
22	Option (1)	Assertion-Reasoning	Engagement algorithms reward high emotion/outrage, directly explaining why fake news spreads rapidly.
23	Option (4)	Statement I & II	Prasar Bharati was created under the 1990 Act and incorporates DD and AIR. Both statements are true.
24	Option (2)	Match List I with List II	Public Opinion (Lippmann), Understanding Media (McLuhan), Mass Comm Theory (McQuail), Encoding/Decoding (Stuart Hall).
25	Option (3)	Multiple Option Combination	Ethical journalism strictly prohibits publishing unverified rumors for circulation gains.
26	Option (1)	Conceptual Flat MCQ	Hall identified 3 positions: Dominant-Hegemonic (accepts preferred meaning), Negotiated (accepts with local exceptions), Oppositional (rejects framework).
27	Option (4)	Chronological Sequence	Press & Reg of Books (1867) → Press Council Act (1978) → IT Act (2000) → RTI Act (2005).
28	Option (2)	Assertion-Reasoning	Audio-visual integration in TV bridges the literacy gap, making it ideal for rural educational outreach.
29	Option (3)	Statement I & II	SITE (1975-76) used NASA's ATS-6 satellite to deliver educational content to 2,400 villages. Both statements are correct.
30	Option (1)	Conceptual Flat MCQ	Catharsis Hypothesis (Feshbach) posits media violence relieves pent-up anger; Social Learning (Bandura) posits the opposite.

BAIO LEARN TOGETHER TEST SYSTEM STRUCTURE

আমাদের পরীক্ষা গ্রহণের বৈজ্ঞানিক ৪-স্তরের পদ্ধতি (BAIO APP CBT MODE):

1. Topic Wise Test — নির্দিষ্ট ছোট ছোট টপিকের ওপর ধারণা স্পষ্ট করতে।
2. Unit Wise Test (একাধিক) — প্রতিটি ইউনিটের ওপর পূর্ণাঙ্গ দখল তৈরি করতে একাধিক মক।
3. Multiple Unit Wise Test — ২ বা তার বেশি ইউনিট মিলিয়ে বিষয়ভিত্তিক সমন্বয়মূলক পরীক্ষা।
4. Full Syllabus Wise Test (একাধিক) — চূড়ান্ত পরীক্ষার পূর্বে NTA টাইমার ও র‍্যাংক সহ ১০০% রিয়েল টেস্ট ফিল।

 BAIO Learn Together অ্যাপে এখনই এনরোল করুন এবং আপনার প্রস্তুতিকে সঠিক ট্র্যাকে রাখুন!