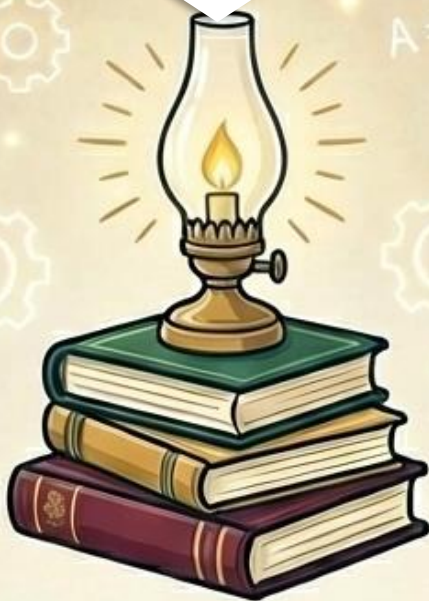




$$A = \frac{m}{(m^2 + c)^2}$$



NIOS PYQ's SOLUTIONS

$$fa = bc^2$$

$$\sqrt{h-x^2}$$

PREVIOUS YEARS' QUESTIONS & ANSWERS



OCTOBER-2024

Your Path to Success

SECTION - A

A. ☐
B. ☒
C. ☐



1. What does channel signify in communication ?

- (A) Medium or means
- (B) Receiver
- (C) Text
- (D) Effect

Ans - (A) Medium or means

2. ____ was the first talkie film in Indian cinema.

- (A) Kaliya Mardan
- (B) Raja Harishchandra
- (C) Alam Ara
- (D) Kisan Kanya

Ans - (C) Alam Ara

3. In 1975, India used Satellites for telecasting television programmes which was known as ____.

- (A) SITE
- (B) DTH
- (C) ATS
- (D) All of the above

Ans - (A) SITE

4. A news value should contain:

- (A) Objectivity



(B) Clarity

(C) Timeliness

(D) All the above

Ans - (D) All the above

5. Another name for AIR is ____.

(A) Akashwani

(B) Prasar Bharti

(C) National Bharti

(D) None of the above

Ans - (A) Akashwani

6. Radio Mirchi, Radio Mango are considered as ____.

(A) Public Broadcasting Channels

(B) Private Broadcasting

(C) Community Radio

(D) All of the above

Ans - (B) Private Broadcasting

7. Why is radio deemed as passive media?

(A) Radio is aural medium

(B) People do multiple chores while listening to radio

(C) It doesn't engage viewing

(D) All of the above

Ans - (D) All of the above



8. Advertisement is a ____ form of promotion of goods, ideas or services.

- (A) Paid
- (B) Non-paid
- (C) Target
- (D) None of the above

Ans - (A) Paid

9. What writing jingles is to copywriter, similarly designing ____ is to visualizer.

- (A) Slogans
- (B) Marketing
- (C) Media planning
- (D) Graphics

Ans - (D) Graphics

10. The three progressive levels of communication in public relations are:

- (A) Awareness, Acceptance and Action
- (B) Awareness, Attention and Leave
- (C) Attract, Engage and Feedback
- (D) None of the above

Ans - (A) Awareness, Acceptance and Action

11. Which of the following organisations is responsible for all media publicity and campaign in Central Government?

- (A) PIB
- (B) DAVP



(C) AIR

(D) None of the above

Ans - (A) PIB

12. NFDC uses ____ as mass media form for government PR.

(A) Films

(B) Print

(C) Television

(D) Radio

Ans - (A) Films

13. Setting up public libraries and sponsoring public events are tools of:

(A) Media Relations

(B) Employee Relations

(C) Community Relations

(D) All of the above

Ans - (C) Community Relations

14. Which one of the following is an example of New Media Platforms ?

(A) E-Libraries

(B) Websites

(C) Blogs

(D) All of the above

Ans - (D) All of the above



15. Which of the characteristics given below define features published in the magazine section of a newspaper ?

- (A) They are Detailed and In-debt
- (B) They are short and crisp
- (C) They are short and simple
- (D) All of the above

Ans - (A) They are Detailed and In-debt

(Optional Module-A)

16. Which one of the following is not a traditional media form?

- (A) Tamasha
- (B) Jatra
- (C) Animation Film
- (D) Puppetry

Ans - (C) Animation Film

(Optional Module-B)

16. Which of the following type of photojournalism involves the documentation of an area's landscape, people, cultures, customs and history ?

- (A) Travel photojournalism
- (B) Spot news photojournalism
- (C) Glamour photojournalism
- (D) War photojournalism

Ans - (A) Travel photojournalism



SECTION - B



17. A reporter should write with clarity, ____ and ____ to make a news worthy.

- (A) Objectivity and accuracy
- (B) Emojis and symbols
- (C) Politeness and biasness
- (D) None of the above

Ans - (A) Objectivity and accuracy

18. ____ and ____ are sources through which reporter gathers news.

- (A) Police station and hospitals
- (B) Books and magazines
- (C) Films and serials
- (D) None of the above

Ans - (A) Police station and hospitals

19. Radio documentaries are based on ____ and ____ events.

- (A) True and real
- (B) Entertainment and fictional
- (C) Action and sound
- (D) None of the above

Ans - (A) True and real

20. Which of the following are science and nature related channels ?

- (A) National Geographic and Discovery



(B) Zee TV and Star Plus

(C) MTV and Channel V

(D) All of the above

Ans - (A) National Geographic and Discovery

21. Television ____ and create ____ about social issue like climate change, environment pollution, etc.

(A) Inform and awareness

(B) Entertain and divert

(C) Divert and distract attention

(D) None of the above

Ans - (A) Inform and awareness

22. ____ and ____ are emerging trends in television transmission.

(A) IPTV and Mobile TV broadcasting

(B) Netflix and Mini TV

(C) All of the above

(D) None of the above

Ans - (A) IPTV and Mobile TV broadcasting

23. ____ and ____ are of part of pre-production stage.

(A) Idea generation and scriptwriting

(B) Editing and shooting

(C) Camera and recording

(D) All of the above

Ans - (A) Idea generation and scriptwriting



24. ____ and ____ are used by academicians for research and study purpose.

- (A) Online libraries, e-learning
- (B) Blogs and social sites
- (C) All of the above
- (D) None of the above

Ans - (A) Online libraries, e-learning

25. ____ and ____ are side effects of New Media for youth.

- (A) Information fatigue and time consuming
- (B) Lacks attention span, entertaining
- (C) Trolling and cyberbullying
- (D) All of the above

Ans - (D) All of the above

(Optional Module-A)

Fill in the blanks:

26. For radio, ____ and a ____ is required to receive the signals.

Ans - radio receivers, tower

(Optional Module-B)

Fill in the blanks:

26. A Photo feature is also called a _____. It is a story or an essay told using _____

Ans - Photo essay, photographs



(Optional Module-A)**27. State whether True or False:**

(A) Traditional media has a limited scope for archiving the performance.

(B) Traditional media commands an immense variety of forms and themes to suit the communication requirement of the masses

Ans -

(A) True

(B) True

(Optional Module-B)**27. Fill in the blanks:**

The main task of a ____ is to give the viewer an image that is ____ and speaks for itself.

Ans - Photojournalist, impactful

(Optional Module-A)**28. Use appropriate words from the given options in the bracket to fill in the blanks:**

While using traditional media for spreading messages, one must be careful so that the ____ of _____ form, style and presentation does not take place.

(mixing/distortion/contemporary/original)

Ans - Distortion, Original

(Optional Module-B)**28. Match the following (A) with the given options (B):**

(A)

(B)

(i) Composition

(a) Intelligently placing subject in the picture frame

(ii) Camera angle

(b) Intelligently placing the camera to make picture more effective



Ans -

- (i) Composition (a) Intelligently placing subject in the picture frame
- (ii) Camera angle (b) Intelligently placing the camera to make picture more effective

SECTION - C



29. How can we define mass communication in the simplest way?

Ans - Mass communication means communicating information, ideas, or messages to a large number of unknown and diverse people through technology such as radio, television, and newspapers. In simple words, when we communicate with millions of people at the same time through a single medium, it is called mass communication.

30. Describe any two forms of mass media with examples.

Ans - Two major forms of mass media are :

- 1. Print Media :** Print media includes newspapers, magazines, and books. It is used to provide news, knowledge, and information to people. Examples: *Dainik Jagran, Hindustan, India Today*.
- 2. Electronic Media :** Electronic media includes radio and television. It provides information, education, and entertainment through sound and visuals. Examples: *All India Radio (AIR), Doordarshan (DD News)*.

31. Discuss the role of the Station engineer and Radio announcer in a radio station.

Ans - Roles of the Station Engineer and Radio Announcer:

- 1. Station Engineer :** The Station Engineer is responsible for all technical operations of the radio station. He maintains broadcasting equipment, fixes technical problems, and ensures the quality of transmission.
- 2. Radio Announcer :** The Radio Announcer conducts radio programmes. He presents news, announcements, songs, interviews, and other programmes in a clear, effective, and correct language.

32. List any four factors taken into account for making a radio talk show.

Ans - Four important factors are:

- 1. Selection of Topic :** The topic should match the interests and needs of the listeners.
- 2. Simple Language :** The talk should be delivered in simple and clear language that everyone can understand.
- 3. Time Management :** The programme should be completed within the allotted time.



4. Effective Presentation : The speaker's voice should be clear, confident, and engaging to keep the listeners interested.

33. Define venture capitalist and give one example.

Ans - A venture capitalist is an investor who invests money in new and high-risk businesses (start-ups) with the expectation of earning profits in the future.

Example: A person who invests in a newly established technology company or mobile app start-up is called a venture capitalist.

(Optional Module-A)

34. Write a short note on any one of the following:

(i) Demonstrations,

(ii) Puppetry.

Ans -

(i) Demonstration

Demonstration is an effective form of traditional media in which a task, technique, or idea is shown to people through practical performance (such as new farming techniques or health practices). It provides practical knowledge and helps people understand complex topics easily.

(ii) Puppetry

Puppetry is one of India's oldest and most popular traditional forms of entertainment and communication. In this form, puppets are controlled with strings or by hand to narrate a story. It is used to spread awareness about social issues, education, and moral values in an interesting and entertaining manner.

35. (i) Why do we consider 'flexibility' as one of the important factors of traditional media ?

Ans - Traditional media is considered flexible because it can be easily adapted according to the place, time, language, and audience. Performers can modify dialogues, songs, and examples according to local situations. This makes the message more effective, interesting, and easy to understand.

OR

(ii) List down the situations where traditional communication takes place.

Ans - Major situations where traditional communication takes place:

1. **Religious and cultural programmes** – such as *Ramlila*, *Raslila*, and folk festivals.



2. **Social awareness campaigns** – such as cleanliness, health, and education campaigns.
3. **Village fairs and festivals** – through folk songs, folk dances, and puppet shows.
4. **Promotion of government schemes** – to spread development and public welfare messages.

(Optional Module-B)

34. Briefly discuss the process of bringing out a photofeature in a newspaper or a magazine.

Ans - Process of publishing a photo feature :

- **Topic Selection** : First, an interesting topic is selected.
- **Photography** : Different and effective photographs related to the topic are taken.
- **Selection** : The Photo Editor selects the best photographs that complete the story.
- **Editing and Arrangement** : The photographs are arranged in a proper sequence to tell a story.
- **Caption Writing** : A brief caption is written below each photograph.
- **Layout** : Finally, the photographs are attractively arranged on the newspaper or magazine page and published.

35. (i) Who is a Photojournalist ?

Ans - Photojournalists are professionals who capture photographs of important events, news, and social issues and provide them to news media such as newspapers, magazines, and websites. Their job is to present the truth of an event through photographs.

OR

(ii) What is meant by wildlife photojournalism?

Ans - Wildlife photojournalism involves taking photographs of wild animals, birds, and their natural habitats such as forests. Its objective is to create awareness about wildlife, their behaviour, nature, and the need for conservation.

36. Discuss the importance of timeliness, proximity and impact in news value.

Ans - Importance of timeliness, proximity, and impact in news value:

- **Timeliness**: The more recent an event is, the greater its news value.
- **Proximity**: People are more interested in news related to their own area or community.



- **Impact:** The greater the effect of an event on people's lives, the more important the news becomes.

37. (i) What is the difference between hard news and soft news?

Ans - Difference between Hard News and Soft News:

Hard News	Soft News
1. It is based on serious and important events.	It is based on entertainment, lifestyle, and interesting topics.
2. It needs to be published immediately.	It can also be published later.
3. Examples: Elections, accidents, natural disasters.	Examples: Films, sports, travel, fashion.

OR

(ii) Briefly discuss any three basic facts about reporting with examples.

Ans – Three Basic Facts About Reporting With Examples :

- **Fact-Gathering:** Reporting means collecting raw information through interviews, observation, and investigation. *Example:* A reporter visits a flood-affected village to interview victims and see the damage firsthand.
- **Editorial Assignment:** Reporters work based on specific tasks or "beats" given by their editors. *Example:* An editor assigns a sports reporter to cover the national cricket match.
- **Accuracy and Objectivity:** News must be accurate, neutral, and free from personal bias. *Example:* Reporting the exact number of accident casualties without exaggerating for drama.

38. Write a short note on any one of the following:

(i) Community radio,

(ii) Private radio station.

Ans -

(i) Community Radio is a radio service operated by a local community. Its main objective is to provide information related to the local people's problems, needs, education, health, and development. It gives special importance to the local language and culture. **Example:** A radio programme broadcast by an agricultural university for farmers.



(ii) Private radio stations are operated by private companies. Their main objective is to attract listeners through entertainment, music, news, and advertisements. **Examples:** Radio Mirchi, Red FM.

39. What is the importance of market research and media planning in agencies ?

Ans - Importance of Market Research and Media Planning:

- **Market Research :** Through market research, information is collected about customers' likes, dislikes, needs, and buying habits. It helps in selecting the right product, designing effective advertisements, and identifying the target audience.
- **Media Planning :** Media planning decides which medium (TV, radio, newspaper, internet, etc.), at what time, and in which place the advertisement should be released. This helps the advertisement reach the maximum number of people effectively at a lower cost.

40. List any three purposes of Public Relations.

Ans - Three objectives of Public Relations:

1. **Building a Positive Image :** The main objective of public relations is to create trust and goodwill for an organisation among the public.
2. **Removing Misunderstandings :** Public relations helps remove misconceptions by providing correct and accurate information.
3. **Promoting Mutual Understanding :** It establishes healthy communication between the organisation and the public to build better relationships.

41. List any three creative factors of new media that engage youth.

Ans - Three creative factors of New Media:

1. **Creative Storytelling :** Information is presented in the form of stories, making it interesting and easy for young people to understand.
2. **Multimedia Content :** It uses videos, audio, images, animations, and graphics, making the content more attractive and engaging.
3. **Quick and Easy Access :** Young people can access information and entertainment anytime and anywhere through mobile phones and the internet.

42. Discuss any two positive and two negative impacts of television.

Ans - Two positive and two negative effects of Television:



Positive Effects :

1. **Education and Knowledge** : Educational programmes, news, and documentaries increase knowledge and awareness.
2. **Information and Entertainment** : Television provides the latest national and international news along with a variety of entertainment programmes.

Negative Effects :

1. **Waste of Time**: Watching television for long hours negatively affects studies, work, and other important activities.
2. **Health and Behaviour**: Excessive TV viewing can strain the eyes, and violent or inappropriate programmes may negatively influence the behaviour of children and youth.

(Optional Module-A)**43. (i) Why do we consider traditional media as the most effective tool for cross-cultural communication?**

Give example.

Ans - Traditional media is considered an effective medium for intercultural communication because:

- **Cultural Sharing**: Traditional media such as folk theatre, folk dance, and folk songs are deeply connected with local culture. They are based on human emotions and can easily touch the hearts of people from different cultures despite language barriers.
- **Simplicity and Entertaining**: Their style of presentation is simple and entertaining, encouraging people from other cultures to understand and appreciate them.
- **People-to-People Communication**: Traditional media reflects the lifestyle and values of a society. When forms such as puppetry or folk dance are presented in another region, people naturally learn about that culture and its values.

Example: When folk dances like Bhangra or Ghoomar are performed in other states, people can easily understand the music, costumes, and traditions of that culture even without knowing the language.

OR

(ii) Write down any four advantages of traditional media that distinguish them from electronic media.

Give example.

Ans - Four advantages of Traditional Media:



1. **Low Cost** : Traditional media does not require expensive technology, electricity, or the internet. It can be organised at a very low cost.
2. **Personal Interaction** : Performers and audiences interact face-to-face, creating a stronger emotional connection.
3. **Simple and Accessible** : No special literacy or technical knowledge is required. Even illiterate people can easily understand it.
4. **Local Culture** : Traditional media reflects local language, customs, and culture, making it easy for people to relate to.

(Optional Module-B)

43. (i) What is meant by ethics? What can be counted as the core ethics for a photojournalist?

Ans - In photojournalism, ethics means that a photojournalist should present an event in its true and original form.

Basic ethics for a Photojournalist : A photograph is considered to be "worth a thousand words." Therefore, the basic ethics of photojournalism is that photographs should not be manipulated or edited in a way that changes the truth. A photojournalist's primary duty is to present an event exactly as it happened so that viewers understand the correct meaning.

OR

(ii) Briefly discuss the points of consideration taken into account by the photo editor for selecting a picture in a newspaper.

Ans - Main points considered by a Photo Editor while selecting photographs:

- **Clarity of the Situation:** The photo editor should select photographs that best explain the situation.
- **Effectiveness (Composition):** The subject should be framed intelligently so that it leaves a strong impact on the viewer.
- **Flow of the Story (Sequence):** The photographs should be arranged in a proper sequence so that they appear connected and tell a complete story or essay.
- **Best Selection:** The photo editor is responsible for choosing the best photographs that clearly explain the entire situation.





Thank you!



We hope you found this material helpful. We wish you the very best for your examination.



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