

1. The communication theory which says that ‘the media may not be successful much of the time in telling people what to think, but they are stunningly successful in telling people what to think about’ is
  - A) Spiral of silence
  - B) Cognitive dissonance
  - C) Agenda setting
  - D) Uses and gratification
2. The phrase “the medium is the message” was coined by
  - A) Wilbur Schramm
  - B) Daniel Lerner
  - C) Everett M. Rogers
  - D) Marshall McLuhan
3. ‘Hypodermic needle theory’ of communication is also known as
  - A) Magic bullet theory
  - B) Two-step-flow theory
  - C) Play theory
  - D) Media dependency theory
4. *Amusing Ourselves to Death*, a historical narrative which warns of a decline in the ability of our mass media to share serious ideas was written by
  - A) Noam Chomsky
  - B) Neil Postman
  - C) Nora C. Quebral
  - D) George Gerbner
5. ‘Helical model’ of communication was propounded by
  - A) Frank Dance
  - B) Harold Lasswell
  - C) Claude Shannon
  - D) Warren Weaver
6. The theory which says that people gradually come to accept the view of the world as portrayed on TV as a true representation of reality is called
  - A) Gate keeping
  - B) Cultivation
  - C) Uses and Gratifications
  - D) Diffusion of innovations
7. A person’s conscious or unconscious choice to receive messages from a specific source is known as
  - A) Selective exposure
  - B) Selective attention
  - C) Selective perception
  - D) Selective retention
8. Paul Lazarsfeld and his colleagues pioneered the study of
  - A) Media violence
  - B) Knowledge gap
  - C) Two-step-flow of communication
  - D) Media richness



18. Associated Press (AP) is  
 A) A French news agency                      B) An American news agency  
 C) A British news agency                      D) A German news agency
19. BBC launched its popular interview show 'HARDtalk' in 1997 with ----- as the host  
 A) Stephen Sackur                                      B) Tom Brokaw  
 C) Tim Sebastian                                      D) Barbara Walters
20. The FM radio station 'Radio Mirchi' is owned by  
 A) The Express Group                              B) MalayalaManorama Group  
 C) Mathrubhumi Group                              D) Times of India Group
21. Name of the newspaper Gandhiji published while he was in South Africa.  
 A) *Indian Opinion*                                      B) *Young India*  
 C) *Times of Natal*                                      D) *Natal Witness*
22. Citizen journalist is  
 A) A journalist on the regular pay roll of a newspaper  
 B) A journalist who specializes in reporting human rights issues  
 C) A private individual doing what professional reporters do  
 D) A reporter who brings to light the significant activities of ordinary citizens
23. *Media* is a bilingual monthly journal published by  
 A) Press Council of India  
 B) Indian Institute of Mass Communication  
 C) Kerala Press Academy  
 D) Indian Newspaper Society
24. *First Draft* is a book written by  
 A) KuldipNayyar                                      B) B.G. Verghese  
 C) Kushwant Singh                                      D) ShashiTharoor
25. Which one of the following is not a Charlie Chaplin film?  
 A) *The General*                                      B) *The Great Dictator*  
 C) *Modern Times*                                      D) *City Lights*
26. 'Intellectual Montage' is a film editing concept devised by  
 A) Lev Kuleshov                                      B) Sergei Eisenstein  
 C) Pudovkin                                      D) DzigaVertov
27. Which one of the following is not a newspaper format?  
 A) Broadsheet                                      B) Tabloid  
 C) Berliner                                      D) Foolscap folio

28. In English newspapers, copies written in simple past tense are usually given headlines in  
 A) Simple present tense                      B) Present perfect tense  
 C) Simple past tense                          D) Past perfect tense
29. A television advertisement is called  
 A) Advertorial                                      B) Ad  
 C) Spot    D) Commercial
30. In journalistic parlance 'morgue' is  
 A) Advertising department  
 B) A room in which back numbers of the newspaper, clippings, photographs etcare kept  
 C) Editorial department  
 D) Composing section
31. Linotype composing machine was invented by  
 A) Johannes Gutenberg                      B) William Caxton  
 C) Ottmar Mergenthaler                      D) John Baskerville
32. What is "em"?  
 A) 12 point type  
 B) Square of any given size of type  
 C) Basic unit for measuring type  
 D) Square of 12 point type
33. The application of Social Science research techniques to increase the depth and accuracy of news stories is known as  
 A) Ambush journalism                      B) Precision journalism  
 C) Parachute journalism                      D) New journalism
34. Explanatory material usually placed beneath a picture is called  
 A) Cutline    B) Caption  
 C) Masthead    D) Imprint line
35. In journalistic parlance a 'scoop' is  
 A) An in-depth report                      B) The main story  
 C) An investigative report                      D) An exclusive story
36. Paparazzi is  
 A) A freelance photographer who pursues celebrities to photograph them  
 B) A freelance journalist  
 C) A journalist who practices sensational journalism  
 D) An investigative journalist

37. A hypothesis is  
 A) The definition of a variable  
 B) A research topic written in the form of a question  
 C) A proposal for a qualitative or quantitative research  
 D) An educated guess or a presumption based on the review of research literature
38. Which of the following would usually require the smallest sample size because of its efficiency?  
 A) Cluster sampling                      B) Simple random sampling  
 C) Systematic sampling                  D) Quota sampling
39. The statistical procedure for reducing a large set of variables into smaller sets of related variables is  
 A) Factor analysis                          B) Triangulation  
 C) Regression                                D) Correlation
40. The type of research design that studies something after it has occurred is called  
 A) Exploratory study                      B) Experimental research  
 C) Ex post facto research                D) Meta-analysis
41. Which of the following is a nonparametric statistical test used to determine relationships between two nominal level variables?  
 A) Chi square test                         B) t Test  
 C) MANOVA                                 D) ANOVA
42. Which of the following is a reliability index that reflects the internal consistency of a measure?  
 A) Beta                                        B) Cronbach alpha  
 C) Pearson's r                                D) Z-score
43. The middle score is called  
 A) Mean                                        B) Mode  
 C) Median                                      D) Standard deviation
44. The changes that occur in people's behavior because they know they are being studied is called  
 A) Halo effect                                B) Hawthorne effect  
 C) Standard error                          D) None of the above
45. The graphic display of data frequency using rectangular bars with heights equal to the frequency count is called  
 A) Pie diagram                                B) Histogram  
 C) Scatter diagram                         D) None of the above



55. The newspaper Joseph Pulitzer published was  
 A) *New York World*                      B) *New York Sun*  
 C) *New York Journal*                      D) *New York Times*
56. Who is the Readers' Editor of *The Hindu*?  
 A) K. Narayanan                      B) S. Viswanathan  
 C) A.S. Panneerselvan                      D) C.P. Chandrasekhar
57. What is the title of the MacBride Commission Report?  
 A) Understanding Media  
 B) Mass Media and National Development  
 C) New World Information Order  
 D) Many Voices, One World
58. 'Politically Incorrect' is a column by  
 A) M.J. Akbar                      B) Sobha De  
 C) P. Sainath                      D) Shekhar Gupta
59. Who developed the World Wide Web?  
 A) Arthur C. Clarke                      B) Charles Babbage  
 C) Tim Berners – Lee                      D) Ray Tomlinson
60. The broadcast journalist who was often referred to as 'the most trusted man in America'.  
 A) Walter Cronkite                      B) Dan Rather  
 C) Ted Koppel                      D) Edward R. Murrow
61. Hindi language service of the Press Trust of India is  
 A) UNIVARTA                      B) SamacharBharati  
 C) PTIBhasha                      D) Hindustan Samachar
62. The expression 'Couch potato' is used to refer to  
 A) Alazy person who spends much time on a couch reading newspapers  
 B) An idler who spends much time on a couch watching television  
 C) A person who sits at home doing nothing  
 D) A person who talks about doing great things, but does not do anything
63. Which of the following is nota videoediting software?  
 A) Final Cut Pro                      B) Audacity  
 C) Avid Symphony                      D) Montage Extreme
64. A headline that stretches across the whole page of the newspaper and is often in big, bold type is called  
 A) Kicker                      B) Skyline  
 C) Strapline                      D) Banner

65. The first religious soap opera in Indian television was  
 A) Mahabharath                      B) Ramayan  
 C) Humlog                              D) Sakthiman
66. Chairman of the Second Press Commission reconstituted in April 1980 was  
 A) Sri. ArunShourie                      B) Justice K.K. Mathew  
 C) Justice P.C. Goswami                      D) Justice Sisir Kumar Mukherjee
67. The American newspaper which carried the famous Investigative report on the Watergate Scandal was  
 A) *The New York Times*                      B) *The Wall Street Journal*  
 C) *The Washington Post*                      D) *The Philadelphia Inquirer*
68. *Yakshagana* is a traditional theatre form of  
 A) Andhra Pradesh                      B) Maharashtra  
 C) West Bengal                              D) Karnataka
69. 'Vox Pop' interview means  
 A) Interview with an authority on a given subject  
 B) Interview with the ordinary people to get their views on an issue  
 C) Interview with a very important person  
 D) Interview with a very popular public personality
70. Advertisements of the Central Government are issued through  
 A) Publications Division                      B) PIB  
 C) DAVP                                      D) Directorate of Field Publicity
71. Abrupt transition between shots that goes against the established concept of continuity is known as  
 A) Jump cut                                      B) Hollywood montage  
 C) Rough cut                                      D) Cutaway
72. The printing technique now most widely used for newspaper printing is  
 A) Letterpress rotary printing                      B) Gravure printing  
 C) Screen printing                              D) Offset printing
73. In the language of advertising, 'account' means  
 A) Details supplied to the creative team  
 B) A campaign strategy  
 C) A client  
 D) Production cost of an advertisement



74. *Good Times, Bad Times* is an autobiographical book authored by  
 A) Rupert Murdoch                      B) Robert Fisk  
 C) Tom Wolfe                              D) Harold Evans
75. Which one of the following statements is true?  
 A) Communication can solve all problems of the world  
 B) Communication is a verbal process  
 C) Communication is the transfer of meaning  
 D) Mass communication is the most effective form of communication
76. Who is a 'sacred cow'?  
 A) A politician who gets a lot of media coverage  
 B) The owner of a media organization  
 C) A person who always gets favorable treatment in a newspaper  
 D) Any famous person
77. Who among the following was sent out of the erstwhile Travancore State, as he incurred the wrath of the Diwan?  
 A) KesariBalakrishnaPillai  
 B) Swadesabhimani Ramakrishna Pillai  
 C) C.V. Kunhiraman  
 D) KandathilVarugheseMappilla
78. An identifying music used at the beginning and end of a radio or television programme is called  
 A) Signature tune                      B) Sound bite  
 C) Jingle                                  D) Slug
79. Which of the following statements is not true?  
 A) Radio is an ephemeral medium  
 B) Radio has music  
 C) Radio is relatively inexpensive  
 D) Radio cannot stimulate the imagination of the listener
80. A reporter's regular run or task is called  
 A) Assignment                          B) Beat  
 C) Haunt                                  D) Stint
81. In organizational communication, transfer of information through an informal structure is called  
 A) Grapevine                              B) Gossip  
 C) Hearsay                                D) Rumour

82. Which of the following is not a Public Relations activity?  
 A) Action to improve communication between an organization and its public  
 B) Action to discover and eliminate sources of misunderstanding  
 C) Advice on the presentation of the 'public image' of the organization  
 D) Action aimed directly at achieving sales
83. *Hiroshima Mon Amour*, one of the films which brought international recognition to the 'French New Wave', was directed by  
 A) Francois Truffaut                      B) Jean – Luc Godard  
 C) Alain Resnais                              D) Claude Chabrol
84. Who among the following is the present Chairperson of the Central Board of Film Certification?  
 A) Sharmila Tagore                      B) Anupam Kher  
 C) Vijay Anand                              D) Leela Samson
85. 'TRAI' is the abbreviation of  
 A) Telecom Regulatory Authority of India  
 B) Television Regulatory Authority of India  
 C) Telecom Review Authority of India  
 D) Television Review Authority of India
86. Satyajit Ray's first film *Pather Panchali* was based on a novel by  
 A) Tarasankar Bandopadhyay  
 B) Manik Bandopadhyay  
 C) Bibhutibhushan Bandopadhyay  
 D) Atin Bandopadhyay
87. National Public Relations Day is celebrated on  
 A) April 21                                      B) May 18  
 C) August 14                                    D) November 30
88. In India the first effort to start a newspaper was made by  
 A) James Augustus Hickey              B) James Silk Buckingham  
 C) William Bolts                              D) Annie Basant
89. 'Use the language of fiction, but do not fictionalize' is one of the guiding principles of  
 A) Precision Journalism                      B) Investigative journalism  
 C) Tabloid Journalism                        D) New Journalism
90. Who proposed that every cultural phenomenon can be studied as communication?  
 A) Ferdinand de Saussure                B) Umberto Eco  
 C) Roland Barthes                            D) Charles Sanders Peirce



100. Television News Clips and Features service of the United News of India (UNI) is called
- A) UNIDARSHAN                      B) UNISCAN  
C) UNIGRAPHIC                      D) UNIDirect
101. Italian Neo-realism was a film movement characterized by
- A) Stories set amongst the poor and the working class  
B) Filming mostly on location  
C) Frequent use of non-professional actors  
D) All the above
102. Which of the following is a 'cool medium' according to Marshall McLuhan?
- A) Print medium                      B) Radio  
C) Cartoon                              D) Photograph
103. Unsolicited bulk e-mail is known as
- A) Dirty copy                          B) Spam  
C) Spoof                                 D) Puffery
104. A person who links two or more groups in an organization without being a member of any group is called
- A) Liaison                              B) Bridge  
C) Gatekeeper                         D) Cosmopolite
105. 'Op-ed page' in a newspaper is
- A) An exclusive page for display ads  
B) The page in which Letters to the Editor and Columns by famous columnists are accommodated  
C) The page for investigative, in-depth and running stories  
D) The page opposite to the editorial page
106. On a newspaper page, if all the stories are placed in rectangles of varying shapes and sizes, in page design/make up parlance, it is
- A) Grid design                          B) Modular make up  
C) Circus make up                      D) Quadrant design
107. A periodical brought out once in two weeks is called a
- A) Bi-monthly                          B) Fortnightly  
C) Quarterly                            D) Biennial
108. On a newspaper page the principal focal point is the optical centre. The optical centre is
- A) The mathematical centre  
B) A little above to the left of the mathematical centre  
C) A little above to the right of the mathematical centre  
D) On top left of the page

109. The first feature length documentary film *Nanook of the North* was made by  
A) John Grierson                      B) Walter Ruttmann  
C) Robert J. Flaherty                D) Basil Wright
110. Akira Kurosawa's famous film *Throne of Blood* is an adaptation of Shakespeare's  
A) *King Lear*                              B) *Macbeth*  
C) *Hamlet*                                  D) *Othello*
111. Only a manager who is sensitive to the basic needs of the employees can effectively communicate with them. In Maslow's 'Pyramid of human needs' the most fundamental one (given at the bottom of the pyramid) is  
A) Social needs                          B) Ego needs  
C) Security and safety needs        D) Physiological needs
112. In computing, Trojan Horse is a  
A) Non-self-replicating type of malware  
B) Virus that can replicate and spread from one computer to another  
C) Free and open source Web Browser  
D) System software
113. What is steadicam?  
A) A crane used to lift the camera to high shooting positions  
B) A stabilizing mount for motion picture camera that can be attached to the body of the camera operator  
C) A wheeled mount that rolls on tracks or levelledboards  
D) A type of tripod
114. What is 'Ad lib'?  
A) Audio dubbing  
B) An advertisement copy  
C) A Public Relations handout  
D) A radio/TV presentation without a script
115. ResulPookutty is a well known  
A) Film editor                              B) Film sound designer  
C) Film director                          D) Film script writer
116. A news writing style in which facts are presented in descending order of importance is known as  
A) Pyramid                                  B) Hourglass  
C) Inverted pyramid                      D) Narrative

117. Indian State Broadcasting Service became All India Radio (AIR) on  
A) August 30, 1935                      B) January 19, 1936  
C) June 8, 1936                          D) October 1, 1939
118. The means of interaction among people in which they create and exchange information in virtual communities and networks are called  
A) Community media                      B) Social media  
C) Virtual media                          D) Media network
119. An 'Automotive journalist' is one who specializes in writing about  
A) Automation  
B) Mechanization  
C) Issues related to vehicular traffic  
D) Automobiles
120. It is believed that the term 'Fourth Estate' which commonly refers to the news media was coined by  
A) John Milton                              B) Samuel Taylor Coleridge  
C) Edmund Burke                          D) Thomas Carlyle

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