

# A

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120 MINUTES

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1. Who in 1953 introduced the ABX model of communication?  
A) German Maletzke                      B) Denis McQuail  
C) Theodore H. Newcomb                D) John W. Riley
2. Conversing with the divine, with spirits and ancestors, may be termed --- communication.  
A) Transpersonal                              B) Intra-divine  
C) Trans-divine                                D) Intra-line
3. Which of the following is derived from the Hutchins Report?  
A) Authoritarian Theory  
B) Free Press Theory  
C) Social Responsibility Theory  
D) Soviet Media Theory
4. The concept of hegemony owes much to the work of -----  
A) Antonio Gramsci                          B) Abraham Maslow  
C) Aristotle                                    D) Noam Chomsky
5. Who said that 'the medium is the message'?  
A) Alfred Marshall                            B) David McLuhan  
C) Wilbur Schramm                          D) Marshall McLuhan
6. When did the Parliament pass the Right to Information Act?  
A) 2004                                          B) 2005  
C) 2006                                          D) 2007
7. Transcendental meditation is an example of ---communication.  
A) Group                                              B) Interactive  
C) Intrapersonal                                D) Interpersonal
8. Who founded the first nationalist news agency in India?  
A) Raja Ram Mohan Roy                      B) Surendranath Bannerjee  
C) Maulana Abul Kalam Azad                D) S. Sadanand
9. The quarterly journal, *Vidura* is published by ---  
A) Press Trust of India                        B) Press Council of India  
C) Press Institute of India                      D) Prasar Bharati
10. Article 19(2) of the Constitution deals with ---  
A) Limitations to the right to property  
B) Reasonable limitations to the freedom of expression  
C) Reasonable restrictions of right to Information  
D) Limitations of right to religion

11. Who was the Chairman of the First Press Commission in India?  
 A) Justice P. K. Goswami      B) Justice K. K. Mathew  
 C) Justice G. S. Rajadhyaksha      D) Justice R. S. Sarkaria
12. The 'MacBride Report' was published under the title ---  
 A) *Many Voices, One World*      B) *Many Worlds, One Voice*  
 C) *One World, Many Voices*      D) *One Voice, Many Worlds*
13. The theorisation of Public Sphere is largely associated with ---  
 A) John Locke      B) Jurgen Habermas  
 C) Hermann Ebbinghaus      D) Ivan Pavlov
14. NWICO stands for  
 A) New Wave Indian Communication Organization  
 B) New Wave International Communication Organization  
 C) New World Information Conference  
 D) New World Information and Communication Order
15. Who views television as the central symbol of American Culture?  
 A) Victor Turner      B) George Gerbner  
 C) James Carey      D) Robert White
16. The Registrar of Newspapers for India (RNI) was established in ---  
 A) 1953      B) 1954      C) 1955      D) 1956
17. The study of signs and the way they work is called ---  
 A) Kinesics      B) Semiotics  
 C) Signetics      D) Semantics
18. Who introduced the 'Mathematical Model' of communication?  
 A) Shannon and Weaver      B) Osgood and Schramm  
 C) DeFleur and Dance      D) McQuail and Windahl
19. *Over a Cup of Tea* was a column written by ---  
 A) B. G. Verghese      B) B. G. Horniman  
 C) Pothan Joseph      D) Frank Moraes
20. Which is the largest media group in India?  
 A) Bennett, Coleman and Company Limited  
 B) Living Media India  
 C) Anand Bazaar Patrika Group  
 D) Malayala Manorama
21. Who was the author of *Public Opinion* published in 1921?  
 A) Harold D. Lasswell      B) Robert K. Merton  
 C) Walter Lippmann      D) Joseph T. Klapper

22. The first issue of *The Bengal Gazette* or *The Calcutta General Advertiser* appeared on January ---, 1780.  
 A) 19                      B) 24                      C) 29                      D) 30
23. What is the nationality of James Silk Buckingham?  
 A) Italian                      B) Indian  
 C) British                      D) German
24. Freedom of the press is specifically stated in the constitution of ---  
 A) UK                      B) India                      C) France                      D) USA
25. Area or domain of human behaviour that can be described as intellectual – knowing, understanding and reasoning:  
 A) Cognitive                      B) Affective  
 C) Conative                      D) Emotive
26. The relationship between the signifier and signified within the sign, and of the sign with its referent in external reality, is ---  
 A) Connotation                      B) Denotation  
 C) Signification                      D) None of these
27. Which is the FM radio arm of the *Hindustan Times*?  
 A) Radio Mirchi                      B) Radio Dhoom  
 C) Radio Times                      D) Radio Fever
28. A newspaper format where pages normally measure about 470 x 315 mm (18.5 x 12.4 in).  
 A) Broadsheet                      B) Berliner  
 C) Tabloid                      D) Broadside
29. Request not to publish information supplied in advance until specified time or circumstances.  
 A) Exclusive                      B) Curtain-raiser  
 C) Extra                      D) Embargo
30. A solitary word (or two short words) making up a line at the end of a paragraph is ---  
 A) Solo                      B) Drop cap                      C) Widow                      D) Drop in
31. A legendary editor who recently published his autobiography titled *Lucknow Boy A Memoir*.  
 A) T. J. S George                      B) Kuldip Nayar  
 C) Vinod Mehta                      D) Arun Shourie
32. Who is the author of the book, *2014 The Election That Changed India*?  
 A) M. J. Akbar                      B) Jaswant Singh  
 C) Prannoy Roy                      D) Rajdeep Sardesai

33. --- cover breaking news and features in specific geographic and subject areas.  
 A) General assignment reporters  
 B) Beat reporters  
 C) Specialty reporters  
 D) Geographic reporters
34. Identifying word or phrase given to each story which is set in one line at the top of the story and discarded when the story is complete and 'clean'.  
 A) Label                      B) Squib                      C) Slug                      D) Ticker
35. ISSN is the abbreviation of ---  
 A) Indian Standard Series Number  
 B) International Standard Series Number  
 C) International Standard Serial Number  
 D) Indian Standard Serial Number
36. Who is a ghost writer?  
 A) One who writes features under fake/nick name  
 B) Author of stories that bear someone else's name  
 C) Someone who writes for a magazine occasionally without officially being a member of the magazine's staff.  
 D) None of these
37. Headline running across top of all or most of the columns.  
 A) Streamer                                              B) Kicker  
 C) Skyline                                              D) Over-line
38. Attempting to balance display elements on a page on either side of a given central axis is called ---  
 A) Horizontal make-up                                              B) Vertical make-up  
 C) Symmetrical make-up                                              D) Circular make-up
39. The fine cross strokes at the top and bottom of most styles of letters.  
 A) Gothics                                              B) Serifs  
 C) Sans Serifs                                              D) None of these
40. Two or three letters manufactured on one piece of type.  
 A) Multi-deckers                                              B) Cursives  
 C) Double-deckers                                              D) Ligatures
41. The process of toning down or eliminating extraneous distractions within the frame of a photograph is ---  
 A) Re-toning                                              B) Re-framing  
 C) Retouching                                              D) Cropping
42. Who is the author of the book, '*Everybody Loves a Good Drought*'?  
 A) N. Ram                                              B) P. Sainath  
 C) Rachel Carson                                              D) Sunita Narain

43. Barkha Dutt is a news anchor with ---  
 A) Times Now B) CNN-IBN  
 C) NDTV D) Headlines Today
44. Who among the following is the author of *Island of Blood* ?  
 A) Anita Desai B) Kiran Desai  
 C) Chitra Subramaniam D) Anita Pratap
45. Which among the following is a pagination software?  
 A) InDesign B) Protools  
 C) QuickXpress D) D-Pager
46. Who writes the *Preoccupations* column in the *Frontline*?  
 A) K. Satchidanandan B) C. P. Chandrasekhar  
 C) Sevanti Ninan D) Jayati Ghosh
47. A variable that reflects outcomes of a research study is ---  
 A) Dependent Variable B) Independent Variable  
 C) Intervening Variable D) None of these
48. The --- level of measurement describes variables that have equal intervals between them but also have an absolute zero.  
 A) Nominal B) Ordinal  
 C) Interval D) Ratio
49. A type of research that studies events that occurred in the past.  
 A) Experimental research  
 B) Ex Post Facto research  
 C) Quasi – Experimental research  
 D) None of these
50. Trend study, cohort analysis and panel study are the three main types of ---  
 A) Case studies B) Qualitative studies  
 C) Longitudinal studies D) None of these
51. Who conducted ‘The People’s Choice’ study in 1944?  
 A) Lazarsfeld, McPhee, and Gaudet  
 B) Lazarsfeld, Berelson, and Gaudet  
 C) Lazarsfeld, Katz, and Berelson  
 D) Katz, Blumler, and Gurevitch
52. Who are the authors of *Milestones in Mass Communication Research*?  
 A) Lowery and De Fleur B) Wimmer and Dominick  
 C) McQuail and Windahl D) McQuail and De Fleur
53. Which of the following is not a non-probability sampling method?  
 A) Purposive Sampling B) Quota Sampling  
 C) Simple Random Sampling D) Snowball Sampling

54. --- is based on the idea that items can be arranged along a continuum in such a way that a person who agrees with an item or finds an item acceptable, will also agree with or find acceptable all other items expressing a less extreme position.
- A) Thurstone scaling                      B) Guttman scaling  
C) Likert scaling                            D) Semantic differential scaling
55. SPSS is the abbreviation of ---
- A) Statistical Package for the Social Sciences  
B) Software Programme for the Statistics  
C) Statistical Programme for the Social Sciences  
D) Software Programme for the Social Sciences
56. ANOVA stands for
- A) Analysis of Variables  
B) Analytical Operation of Variables  
C) Analysis of Variance  
D) Analysis of Numerical Order of Variable Abstraction
57. --- refers to levels of agreement among independent coders who code the same content using the same coding instrument.
- A) Inter-coder Validity                      B) Multi-coder Validity  
C) Multi-coder reliability                    D) Inter-coder reliability
58. Copy testing is related to ---
- A) Advertising research                      B) Magazine research  
C) Music research                            D) Film research
59. A question the respondent must answer by making a selection from a prepared set of options.
- A) Screener question                            B) Filter question  
C) Closed-ended question                    D) Open-ended question
60. An electronic television audience data-gathering device capable of recording individual viewing behaviour.
- A) Audience meter                            B) People meter  
C) Audio meter                                D) TV meter
61. In panel studies and other forms of longitudinal research, the percent of original sample members who drop out of the research project for one reason or another is known as ---
- A) Maturity                                      B) Dropability  
C) Mortality                                    D) Fertility
62. McNelly's model of news flow is an improvement upon ---
- A) Bass's double action model  
B) News flow model of Mowlana  
C) Galtung and Ruge's model  
D) White's gatekeeper model

63. According to --- theory, the news media may not tell the public 'what to think', but they tell the public 'what to think about'.
- A) Agenda-setting                      B) Cultivation  
C) Manufacturing Consent            D) Propaganda
64. Who advanced the Spiral of Silence Theory?
- A) Elihu Katz                              B) Steven H. Chaffee  
C) Elisabeth Noelle-Neumann      D) Everett M. Rogers
65. --- theory is concerned with what people *do* with the media.
- A) Uses and Misuses  
B) Uses of Media  
C) Uses and Gratifications  
D) Uses of Mass Communication
66. Which of the following is not related to the Magic Bullet theory?
- A) Stimulus-Response Theory      B) Hypodermic needle Theory  
C) Transmission belt Theory        D) Minimal effects Theory
67. The process by which people tend to remember the best and the longest information consistent with their preexisting attitudes and interests.
- A) Selective exposure                  B) Selective perception  
C) Selective retention                  D) None of these
68. Which model identified the role of opinion leaders in communication?
- A) One-step flow model of communication  
B) Two-step flow model of communication  
C) Three-step flow model of communication  
D) Multi-step flow model of communication
69. --- is a communication technique that seeks to manipulate the opinions and attitudes of a targeted audience.
- A) Rhetoric                                B) Persuasion  
C) Advertising                            D) Propaganda
70. Which of the following is a Cool Media as envisaged by Marshall McLuhan?
- A) Radio                                    B) Print  
C) Movies                                  D) Television
71. Which of the following is not a documentary film of Anand Patwardhan?
- A) *The Vanishing Tribe*                B) *Jai Bhim Comrade*  
C) *War and Peace*                      D) *Bombay Our City*
72. The U.S. President who resigned after the Watergate expose?
- A) Gerald Ford                            B) John F. Kennedy  
C) Richard M. Nixon                    D) Jimmy Carter

73. Who outlined the framework of the media dependency theory in 1976?  
 A) Sandra J. Ball-Rokeach and Melvin L. DeFleur  
 B) Denis McQuail and Sven Windahl  
 C) Stanley J. Baran and Dennis K. Davis  
 D) James Watson and Anne Hill
74. Who among the following is the author of '*The Walk to the Capital*'?  
 A) Alyque Padamsee                      B) Piyush Pandey  
 C) Prathap Suthan                      D) Prahlad Kakkar
75. ASCI stands for ---  
 A) Advertising Standards Council of India  
 B) Advertising Standards Corporation of India  
 C) Advertising Standards Centre of India  
 D) Advertising Steering Committee of India
76. Grapevine communication is---  
 A) Transpersonal                      B) Intrapersonal  
 C) Word-of-mouth                      D) Word-of-heart
77. AIDA stands for  
 A) Attraction, Interest, Desire, and Action  
 B) Attention, Interest, Desire, and Attraction  
 C) Action, Interest, Desire, and Attraction  
 D) None of these
78. Short, catchy song used in a radio or television commercial is ---  
 A) Signature                      B) Jingle  
 C) Theme music                      D) Theme song
79. *Effective Public Relations* is written by---  
 A) Sam Black & F. C. Gillman  
 B) B. N. Ahuja & S. S. Chhabra  
 C) Scott M. Cutlip & Allen H. Center  
 D) Ivy L. Lee & Edward L. Bernays
80. IPRA is the abbreviation of ---  
 A) Indian Public Relations Association  
 B) International Public Relations Agency  
 C) Indian Public Relations Agency  
 D) International Public Relations Association
81. Amul's 'The Taste of India' campaign was created by ---  
 A) Lowe Lintas  
 B) O&M  
 C) DaCunha Communications  
 D) McCann Erickson





94. One who is responsible for handling lighting instruments, dimmers, cables, generators, and other electrical equipment on a shooting set is ---  
 A) Grip B) Gaffer  
 C) Floor manager D) Floor assistant
95. When a camera is moved from side to side, this is known as ---  
 A) Tilting B) Dollying  
 C) Panning D) Trucking
96. In this type of shot, the camera is tilted laterally on a tripod so it is no longer parallel with the horizon.  
 A) Bird's eye view B) High angle  
 C) Dutch angle D) Low angle
97. DAVP stands for ---  
 A) Directorate of Audio-Visual Publicity  
 B) Directorate of Advertising and Visual Publicity  
 C) Directorate of Audio-Visual Programmes  
 D) Directorate of Advertising and Visual Projects
98. Who owns the patent for the invention under the name Kinetograph?  
 A) George Eastman B) Louis Lumiere  
 C) Thomas Alva Edison D) Oskar Messter
99. Who directed the classic film, *Rashomon*?  
 A) Andrei Tarkovsky B) Jean-Luc Godard  
 C) Akira Kurosawa D) Yasujiro Ozu
100. Film movement which originated in Italy during the last stages of World War II characterized by realistic, socially committed plots, nonprofessional acting, and location shooting is ---  
 A) Neorealism B) New wave  
 C) Expressionism D) Realism
101. Which of the following was the first private television channel in India?  
 A) Zee TV B) CNN C) Sun TV D) ETV
102. *Indiavision*, the first 24-hour exclusive news channel in Malayalam, went on air in the year ---  
 A) 2000 B) 2001 C) 2002 D) 2003
103. Which of the following is not a news-based debate show in Malayalam?  
 A) News Hour B) Close Encounter  
 C) News N Views D) Counter Point
104. Find the odd one.  
 A) *Politrics* B) *Democracy*  
 C) *Nere Chovve* D) *DhimTharikida Dhom*

105. --- is a form of advertising which is used to promote banned products, like cigarettes and alcohol, in the disguise of another product.  
 A) Teaser advertising                      B) Surrogate advertising  
 C) Subliminal advertising                D) Cryptic advertising
106. Lighting instrument that produces diffused light with a relatively undefined beam edge is ---  
 A) Fill light                                      B) Key light  
 C) Floodlight                                    D) Back light
107. *Dateline London* is a weekly news discussion programme shown on ---  
 A) ITV                                              B) UKTV  
 C) London 360                                  D) BBC News
108. *Al Jazeera* is head-quartered at ---  
 A) Doha                                            B) Dubai  
 C) Kuwait City                                  D) Baghdad
109. *Best FM 95* is the FM radio station promoted by ---  
 A) Mathrubhumi                                B) MalayalaManorama  
 C) Asianet                                        D) Reliance
110. Who coined the term “fourth estate”?  
 A) Charles Marrian                            B) James Bryce  
 C) Edmund Burke                              D) Thomas Jefferson
111. The Official Secrets Act in India was enacted in ---  
 A) 1922                      B) 1923                      C) 1924                      D) 1925
112. The word ‘journalism’ is derived from the --- word ‘diurnalis’.  
 A) Latin                                            B) French  
 C) Greek                                            D) Spanish
113. The study of distance among the objects in relation to its communication effect is called ---  
 A) Proximics                                      B) Promptics  
 C) Propinquics                                    D) Promulgics
114. Preliminary editing of footage in the approximate sequence, length and content of finished program is called ---  
 A) Rush cut                                        B) Rough cut  
 C) Raw cut                                         D) Rug cut
115. Expand HDTV.  
 A) High-density television                    B) High-definition television  
 C) High-depth television                      D) High-defined tele-visuals

116. The code of ethics for public relations practitioners is known as ---  
A) Code of Greece                      B) Code of Egypt  
C) Code of Athens                      D) Code of Atheists
117. Which of the following is a leading advertising agency based in Kerala?  
A) Purnima                              B) Mudra  
C) Clarion                                D) Valappila
118. Who is the author of *Areopagitica*?  
A) David Milton                      B) Aristotle  
C) Jacob Milton                      D) John Milton
119. Who is the director of the controversial documentary, *India's Daughter*?  
A) Lesli Lewis                      B) Leslee Udwin  
C) Lee Lewis                          D) Lewis Udwin
120. Who has won the 2015 Oscar for the best actor?  
A) Steve Carell                      B) Bradley Cooper  
C) Eddie Redmayne                      D) Michael Keaton
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