

10. Who among the following is the present chairperson of the Central Board of Film Certification?
 A) Leela Samson B) Pralhad Joshi
 C) Pahlaj Nihalani D) Prasoon Joshi
11. Name the founder editor of *Mangalam* newspaper.
 A) M C Thomas B) M C Varghese C) M C Sabu D) M C Joseph
12. The holding company of TV 18 Kerala is:
 A) Reliance Industries B) Network 18
 C) Reliance Retail D) Reliance Logistics
13. Which of the following newspaper has either presently/formerly not published from Kerala?
 A) The Hindustan Times B) The Indian Express
 C) The Times of India D) The Deccan Chronicle
14. Who among the following reputed journalists is the author of *Gujarat Files*?
 A) Mathew Samuel B) Madhu Purie Trehan
 C) Sagarika Ghosh D) Rana Ayyub
15. Which of the following Malayalam actor has not won the best actor award in the National Film Awards?
 A) Thilakan B) Suraj Venjaramoodu
 C) Salim Kumar D) Balachandra Menon
16. Which of the following I V Sasi film has bagged the best director award in the Kerala State Film Awards?
 A) *Mrigaya* B) *Devasuram*
 C) *Aalkoottathil Thaniye* D) *Eeta*
17. The narcotizing effect of media messages, one of the major dysfunctions of mass media, was proposed by:
 A) Robert K Merton & Paul F Lazarsfeld
 B) Everett M Rogers & James Watson
 C) Joseph A Devitto & Anne Hill
 D) Sonia M Livingston
18. Identify the correct statement/s
Statement I: In post truth politics, debates are framed by appeals to reasons and factual accounts.
Statement II: The term *post truth* became widespread during the campaigns for the 2016 presidential election in the United States and the 2016 referendum on membership in the European Union in the United Kingdom.
 A) I is correct, II is incorrect B) I is incorrect, II is correct
 C) Both I and II are correct D) Both I and II are incorrect

28. Mudra Communication Ltd is a/an
 A) Public Relations agency B) Advertising agency
 C) Digital marketing agency D) Event management company
29. Incorrectly retaining a false null hypothesis in statistical hypothesis testing is described as:
 A) Type I error B) Type II error
 C) Type III error D) All of the above
30. Find out the mean of the following observations: 4, 6, 7, 8, 9, 9, 13.
 A) 6 B) 7 C) 8 D) 9
31. Identify the correct statement/s
Statement I: International Consortium of Investigative Journalists (ICIJ) is a global network of more than 200 investigative journalists and it released the Paradise Papers in 2017.
Statement II: *The Times of India* has active collaboration with ICIJ.
 A) I is correct, II is incorrect B) I is incorrect, II is correct
 C) Both I and II are correct D) Both I and II are incorrect
32. Unit of analysis is an element of :
 A) Survey methodology B) Longitudinal study
 C) Content analysis D) Experimental research
33. is a probability sampling method in which sample members from a larger population are selected according to a random starting point and a fixed periodic interval.
 A) Proportionate stratified sampling B) Random Sampling
 C) Stratified sampling D) Systematic random sampling
34. Who among the following economists is celebrated as an advocate of free market economics?
 A) Adam Smith B) David Ricardo
 C) Thomas Robert Malthus D) John Keynes
35. Who postulated that economic growth occurs in five basic stages of varying length such as traditional society, preconditions for take-off, take-off, drive to maturity and age of high mass consumption?
 A) Daniel Lerner B) Wilbur Schramm
 C) Walt Whitman Rostow D) Karl Marx
36. The variable that is systematically varied by the researcher is called:
 A) Independent variable B) Dependent variable
 C) Control variable D) Continuous variable

37. *Operation West End* was a sting operation carried out by:
 A) Mathew Samuel & Aniruddha Bahal
 B) N Ram & Chitra Subramaniam
 C) Asish Khetan
 D) Rana Ayub
38. *Sambadyam*, a personal investment magazine in Malayalam, is brought out from the house of
- | | |
|----------------|----------------------|
| A) Mathrubhumi | B) Malayala Manorama |
| C) Madhyamam | D) Deshabhimani |
39. Name the first talkie in India.
- | | |
|----------------------|-----------------|
| A) Raja Harischandra | B) Alam Ara |
| C) Jhansi Ki Rani | D) Mother India |
40. Who was first recipient of Dada Saheb Phalke award?
- | | |
|------------------------|----------------|
| A) Birendranath Sarkar | B) Devika Rani |
| C) Prithviraj Kapoor | D) Kanan Devi |
41. The 'receiver' in a conversation as per the Shannon and Weaver Mathematical Model of Communication is:
- | | |
|-----------------------|------------|
| A) Telephone receiver | B) Ear |
| C) Air | D) Decoder |
42. Rohini Singh is a reporter of :
- | | |
|---------------|---------------|
| A) First Post | B) Cobra.com |
| C) The Wire | D) The Scroll |
43. Identify the correct statement/s
- Statement I:** According to Roland Barthes' semiotic analysis, connotation is the first order of signification.
- Statement II:** Denotation is the second order of signification according to Barthes.
- | | |
|----------------------------------|----------------------------------|
| A) I is correct, II is incorrect | B) I is incorrect, II is correct |
| C) Both I and II are correct | D) Both I and II are incorrect |
44. Fields of experience is an important concept of model of communication.
- | | |
|---------------|--------------|
| A) Berlo's | B) Schramm's |
| C) Lasswell's | D) Becker's |
45. Which of the following is the correct sequence of Abraham Maslow's hierarchy of needs?
- | |
|---|
| A) Physiological, love and belonging, esteem, safety, self actualization. |
| B) Physiological, safety, love and belonging, esteem, self actualization. |
| C) Safety, physiological, love and belonging, esteem, self actualization. |
| D) Physiological, safety, love and belonging, self actualization, esteem. |

62. Match the books in **Group I** with the authors in **Group II**.

Group I

Group II

- | | | | |
|----|------------------------------|----|------------------|
| a. | <i>The Media Monopoly</i> | 1. | Robert McChesney |
| b. | <i>The Problems of Media</i> | 2. | Herbert Schiller |
| c. | <i>The Mind Managers</i> | 3. | W James Potter |
| d. | <i>Media Literacy</i> | 4. | Ben Bagdikian |

- | | | | |
|----|----------------------------|----|----------------------------|
| A) | a - 3, b - 1, c - 2, d - 4 | B) | a - 2, b - 1, c - 4, d - 3 |
| C) | a - 4, b - 3, c - 2, d - 1 | D) | a - 4, b - 1, c - 2, d - 3 |

63. Find the odd one from the following films.

- | | | | |
|----|-------------------------|----|--------------------|
| A) | <i>Naalu Pennungal</i> | B) | <i>Kerala Cafe</i> |
| C) | <i>Udahanam Sujatha</i> | D) | <i>Crossroad</i> |

64. Which of the following British king/queen introduced the Licensing System in 1509 under which only people with written authority from the Crown could use printing press?

- A) Henry VIII B) Mary Tudor C) Henry VII D) Elizabeth I

65. The first amendment to the US constitution was ratified in the year:

- A) 1781 B) 1791 C) 1881 D) 1891

66. Identify the correct statement/s

Statement I: Yellow journalism refers to the newspaper products of the 1890s characterised by irresponsible and unethical news reporting to lure readers.

Statement II: Joseph Pulitzer and William Randolph Hearst were the front runners of yellow journalism of the period.

- | | | | |
|----|-------------------------------|----|-------------------------------|
| A) | I is correct, II is incorrect | B) | I is incorrect, II is correct |
| C) | Both I and II are correct | D) | Both I and II are incorrect |

67. Cost per mille in the web denotes -----

- A) The price for one thousand views or clicks of an advertisement on a web page
B) The cost for carrying an advertisement in a web page
C) The cost of ten thousand impressions of an advertisement on a web page
D) None of the above

68. *Mirror Now* is a recently launched television channel in India that is/has:

- A) A sister concern of *The India Today* group
B) A channel that focuses on cinema
C) Headed by Faye D'Souza
D) A flagship programme named *The Bollywood Debate*

69. Oprah Winfrey is

- A) Host to *The Oprah Winfrey Show*
B) Proprietor of *O, The Oprah Magazine*
C) Celebrated talk show personality in the US
D) All of the above

88. Match the celebrities in **Group I** with the companies/products that they endorse in **Group II**.

Group I		Group II	
a.	Kajol Devgon	1.	Kalyan Jewellers
b.	Manju Warriar	2.	Sony VAIO
c.	Kareena Kapoor	3.	Lux
d.	Katrina Kaif	4.	Joy Alukkas

- A) a - 3, b - 1, c - 2, d - 4 B) a - 2, b - 1, c - 4, d - 3
C) a - 4, b - 1, c - 2, d - 3 D) a - 4, b - 3, c - 2, d - 1

89. The adjustment of the colour circuits in the camera to produce a white colour in lighting of various colour temperatures is called

- A) White balance B) Resolution C) Saturation D) Moire effect

90. Lux isstandard unit for measuring light intensity.

- A) American B) European C) Japanese D) Korean

91. Lighting the foreground figures with highly directional light and the background remaining dark is described as:

- A) Back light B) Directional light
C) Fill light D) Cameo light

92. Who among the following has not become the president of Film and Television Institute of India?

- A) Gajendra Chauhan B) Madhur Bhandarkar
C) Saeed Mirza D) R K Laxman

93. Name the State government that introduced a Bill in its Assembly in October 2017 which seeks to protect public servants from prosecution without government's prior sanction and bar the media from reporting on allegations against them?

- A) Gujarat B) Madhya Pradesh
C) Rajasthan D) Uttar Pradesh

94. Who designed the *analytical engine* in 1833?

- A) Lois Daguerre B) Charles Babbage
C) J M Jacquard D) Nikola Tesla

95. The phrase *third wave civilization* was coined by

- A) Alvin Toffler B) P F Drucker
C) S G Jones D) Marshall McLuhan

96. Match the following Public Relations related books in **Group I** with the respective authors in **Group II**.

Group I

Group II

- a. *Crystallizing Public Opinion*
 b. *Democracy Through Public Opinion*
 c. *Public Opinion*
 d. *Effective Public Relations*

1. Scott M Cutlip and Allen H Center
 2. Edward L Bernays
 3. Harold D Lasswell
 4. Walter Lippmann

- A) a - 3, b - 1, c - 4, d - 2 B) a - 2, b - 3, c - 4, d - 1
 C) a - 2, b - 4, c - 3, d - 1 D) a - 4, b - 3, c - 2, d - 1

97. Article 377 of the Indian constitution deals with:

- A) Special provisions for Jammu and Kashmir
 B) Declaration of emergency
 C) Criminalisation of sexual activities against the order of nature
 D) Safeguarding of Official secrets

98. *Pandeymonium* is a book authored by

- A) William Dalrymple B) Robin Jeffrey
 C) Piyush Pandey D) Vikram Seth

99. Name the movie that was adjudged the best feature film in the 64th National Film awards (for 2016).

- A) *Kaasav* B) *Alifa* C) *Pink* D) *Minnaminung*

100. Match the following television programmes in **Group I** with the respective anchors in **Group II**.

Group I

Group II

- a. *Adayalam*
 b. *Cover Story*
 c. *Polimix*
 d. *Akam Puram*

1. Sreekala M S
 2. P T Nazar
 3. Sindhu Suryakumar
 4. Aneesh Barsom

- A) a - 3, b - 1, c - 4, d - 2 B) a - 2, b - 3, c - 4, d - 1
 C) a - 1, b - 3, c - 4, d - 2 D) a - 4, b - 3, c - 2, d - 1

101. Mug shot refers to

- A) Tight head to foot portrait B) Head and shoulder portrait
 C) Head and waist portrait D) Head up to knee portrait

102. Which of the following is not a format to encode a digital image?

- A) TIF B) JPG C) GIF D) DPF

103. Which of the following publication was associated with CMS?

- A) *Paschimodayam* B) *Njana Nikshepam*
 C) *Deepika* D) *Keralopakari*

104. *Mean world syndrome* was proposed by:
 A) Stuart Hall
 B) George Gerbner
 C) Everett M Rogers
 D) Noam Chomsky
105. Who predicted an electronically interconnected world nearly thirty years prior to the invention of internet?
 A) Arthur C Clark
 B) Sean McBride
 C) Marshall McLuhan
 D) Harold Innis
106. *Malayala Manorama* news daily is not published from the following districts
 A) Idukki, Kasargod, Wayand
 B) Kollam, Pathanamthitta, Wayanad
 C) Palakkad, Idukki, Malappuram
 D) Kannur, Wayanad, Alappuzha
107. Communication with non-human and non-living beings is called:
 A) Meta communication
 B) Extra personal communication
 C) Meta human communication
 D) None of the above
108. *Rajyasamacharam*, the first newspaper in Malayalam, was published in:
 A) 1837
 B) 1847
 C) 1857
 D) 1867
109. Identify the correct statement/s
Statement I: The modern use of Ombudsman began in Norway with the institution of the Norwegian Parliamentary Ombudsman.
Statement II: *The Hindu* was the first newspaper in India to appoint an Ombudsman.
 A) I is correct, II is incorrect
 B) I is incorrect, II is correct
 C) Both I and II are correct
 D) Both I and II are incorrect
110. The proponent of the *cognitive dissonance theory* and *social comparison theory*:
 A) Kurt Lewin
 B) Albert Bandura
 C) Fritz Heider
 D) Leon Festinger
111. Only one among the 12 nominated current members of the Rajyasabha is a journalist. Who is the person?
 A) Subramanian Swamy
 B) Anu Aga
 C) Swapan Dasgupta
 D) Narendra Jadhav
112. Small advertisements placed on either side of the name plate of a newspaper is called:
 A) Eyes
 B) Ears
 C) Sides
 D) Bars
113. Identify the correct statement/s
Statement I: *The Public Opinion* was published by Mahatma Gandhi while he was in South Africa.
Statement II: *Harijan*, the most popular publication of Mahatma Gandhi, continued publication up to 1965.
 A) I is correct, II is incorrect
 B) I is incorrect, II is correct
 C) Both I and II are correct
 D) Both I and II are incorrect

114. The first editor of *Swadeshabhimani*:
 A) K Ramakrishna Pillai B) A Balakrishna Pillai
 C) Vakkam Abdul Khader Moulavi D) C P Govinda Pillai
115. Which of the following is not a fortnightly?
 A) Vanitha B) Grihalakshmi C) Frontline D) Bhashaposhini
116. *Doordarshan* was delinked from All India Radio in:
 A) 1973 B) 1974 C) 1975 D) 1976
117. Use of materials uploaded by people in mass media is generally described as:
 A) Creative commons B) Crowd sourcing
 C) Common pooling D) Mass sourcing
118. Sabu Cyril is a well known and award winning:
 A) Film editor B) Sound designer
 C) Costume designer D) Art director
119. Match the following communication model in **Group I** with the respective proponent in **Group II**.
- | <u>Group I</u> | <u>Group II</u> |
|----------------------------|--------------------------------------|
| a. <i>Circular model</i> | 1. J T McNelly |
| b. <i>News Flow model</i> | 2. Charles Osgood and Wilbur Schramm |
| c. <i>Mosaic model</i> | 3. Ball-Rokeach and Defleur |
| d. <i>Dependency model</i> | 4. S L Becker |
- A) a - 2, b - 3, c - 4, d - 1 B) a - 2, b - 1, c - 4, d - 3
 C) a - 2, b - 3, c - 1, d - 4 D) a - 4, b - 3, c - 2, d - 1
120. Name the present chairman of the Press Council of India (PCI).
 A) Justice Markandey Katju B) Justice J N Ray
 C) Justice C K Prasad D) Justice J R Mudholkar
