



11. The first American newspaper
 

A) Avisa Relation Ode Zeitung	B) Daily Courant
C) Boston news letter	D) Public Occurrences
  
12. Who divided the media into “hot” and “cool”?
 

A) Wilbur Schramm	B) Val Gielgud
C) Marshall McLuhan	D) Raymond Williams
  
13. Which movie won the Palme d’Or at the 71<sup>st</sup> Annual Cannes Film Festival 2018?
 

A) <i>Girl</i>	B) <i>Shoplifters</i>
C) <i>Cold War</i>	D) <i>Neruda</i>
  
14. Brand Ambassador of GST
 

A) Aamir Khan	B) Anupam Kher
C) Amitabh Bachchan	D) Sharmila Tagore
  
15. The director of the film *India’s Daughter*:
 

A) Oliver Stone	B) Leslee Udwin
C) James Fred	D) John Adams
  
16. Chief Information Commissioner of India
 

A) Naveen Chawla	B) Radhakrishna Mathur
C) Habeeb Rahman	D) Deepan Sandhu
  
17. The winner of Kerala State Film Award for the best director in 2018:
 

A) Lal Jose	B) Ashiq Abu
C) Lijo Jose Pellissery	D) Dileesh Pothan
  
18. The director of FTII Pune:
 

A) Bhupendra Kainthola	B) Shatrugnan Sinha
C) Anupam Kher	D) None of these
  
19. Who launched the first newspaper in Malayalam?
 

A) James Silk Buckingham	B) Dr. Herman Gundert
C) James Augustus Hicky	D) Swadeshbhimani Ramakrishna Pillai
  
20. Which organisation publishes *Kerala Calling*?
 

A) Kerala Press Academy	B) Department of Information and Public Relations, Govt. of Kerala
C) Press Information Bureau	D) Kerala Kala Mandalam
  
21. Normative Theories are based on the relationship between
 

A) Audience and the Society	B) Press and the Audience
C) Government and the Audience	D) Press and the Government
  
22. If you are not able to understand someone's communication due to a difference in slang, what kind of noise would it be?
 

A) Environmental Noise	B) Physiological Noise
C) Syntactical Noise	D) Semantic Noise









67. 'Uses and Gratification Theory' was propounded by:  
 A) Katz B) Abraham Maslow  
 C) Thomas Hobbes D) Klapper
68. According to ----- television constructs a reality of the world that, although possibly inaccurate, becomes accepted simply because we as a culture believe it to be true.  
 A) Critical cultural theory  
 B) Cultivation theory  
 C) Social construction of reality theory  
 D) Dependency theory
69. The theory that says media do not do things to people, rather people do things with media is:  
 A) Agenda setting B) Uses and gratification  
 C) Dependency theory D) Dissonance theory
70. The theory that states that the media publicizes opinions that are mainstream and people adjust their opinions according to their perceptions to avoid being isolated:  
 A) Spiral of silence B) Development communication  
 C) Hypodermic needle D) Cultivation Theory
71. The provisions of Article 19 of the Indian Constitution could be suspended during emergencies, according to Article ----- of the Constitution.  
 A) 356 B) 357 C) 358 D) 359
72. *Bicycle Thieves* is considered as a/an -----.  
 A) French new wave film B) German surrealist film  
 C) Italian neorealist film D) American underground film
73. Who among the following journalists did an investigation on the swindling of drought relief funds?  
 A) N. Ram B) P. Sainath C) Anita Pratap D) K. M. Mathew
74. The space between the top of the performer's head and the top of the frame is known as:  
 A) Top space B) Headroom C) Top room D) Frame room
75. In which one of the following films did Charlie Chaplin act as a villain?  
 A) *The Kid* B) *The Pilgrim*  
 C) *Monsieur Verdoux* D) *The Gold Rush*
76. The creator of the cartoon character Yellow Kid:  
 A) Richard Outcalt B) Gary Larson  
 C) James Thurber D) Neal Adams
77. Working Journalists Act was introduced in the year -----.  
 A) 1947 B) 1955 C) 1960 D) 1950
78. Who among the following pioneers of Journalism in India proclaimed that his political and commercial paper was "open to all parties, but influenced by none"?  
 A) Raja Rammohun Roy B) James Augustus Hicky  
 C) William Bolts D) Bal Gangadhar Tilak

79. The oldest continuously published newspaper that in India:  
 A) Bengal Gazette B) Anandbazar Patrika  
 C) Bombay Samachar D) None of the above
80. The first broadcast of the radio play *War of the Worlds* created panic among listeners in New Jersey, USA in 1938. Who produced this play?  
 A) D. W. Griffith B) Charlie Chaplin  
 C) Orson Welles D) Cecil D. Hepworth
81. McBride Commission was appointed by:  
 A) UNIDO B) IPDC C) UNESCO D) UNICEF
82. French critic Andre Bazin's classic work on film theory is titled as:  
 A) Shot, Scene and Sequence B) Montage  
 C) Looking Glass D) What is Cinema
83. Who started *The Pioneer* newspaper?  
 A) George Allen B) Chandan Gupta  
 C) Rajagopalachari D) George Pothen
84. The author of the column '*With Malice to One and All*':  
 A) M. J. Akbar B) Kushwant Singh  
 C) Yuva Raj Singh D) Amartya Sen
85. The business daily *Mint*, is a collaboration between:  
 A) Hindustan Times & The Wall Street Journal  
 B) The Hindu & Guardian  
 C) Pioneer & Washington Times  
 D) Business Times & Open Magazine
86. The person responsible for lighting equipment on a film or television shoot is called:  
 A) Green lighter B) Fill lighter  
 C) Foley D) Gaffer
87. The Chairman of the Kerala Media Academy:  
 A) N. R. S. Babu B) R. S. Babu  
 C) S. Jayachandran Nair D) None of the above
88. A reporter's regular area of reportage is called:  
 A) Source B) Beat C) Bleed D) Syndicate
89. Which of the following is known as 'goodness of fit' test?  
 A) The Chi-square B) t-test  
 C) F test D) ANCOVA
90. The square root of the variance is called:  
 A) T-value B) Mode  
 C) Standard Deviation D) Range



91. Which of the following theories was developed by Leon Festinger?  
 A) Theory of Congruity                      B) Theory of Cognitive Dissonance  
 C) Theory of Social Learning              D) Theory of two step flow of information
92. Who formed the United Press Association?  
 A) Paul Julius Reuter                      B) Edward Willis Scripps  
 C) Sean McBride                              D) Joseph Pulitzer
93. Which of the following model makes the assumption that mass medium is the syringe and message is the fluid?  
 A) The hypodermic needle theory        B) The third person effect theory  
 C) The spiral of silence theory           D) None of these
94. Which Article of the Indian Constitution details the Reasonable Restrictions on the Fundamental Rights?  
 A) Article 14                                  B) Article 18  
 C) Article 19 (1)                              D) Article 19 (2)
95. 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
96. A headline that stretches across the whole page of the newspaper and often in big, bold type is called:  
 A) Kicker                                      B) Skyline                                      C) Strapline                                      D) Banner
97. *Good Times, Bad Times* is an autobiographical book authored by?  
 A) Rupert Murdoch                          B) Robert Fisk  
 C) Tom Wolfe                                  D) Harold Evans
98. An identifying music used at the beginning and end of a regular radio or television programme is called:  
 A) Signature tune                              B) Sound bite  
 C) Jingle                                        D) Slug
99. Who among the following is the present Chairperson of the Central Board of Film Certification?  
 A) Sharmila Tagore                          B) Pahlaj Nihalani  
 C) Prasoon Joshi                              D) None of these
100. 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
101. Akira Kurosawa's famous film *Throne of Blood* is an adaptation of Shakespeare's:  
 A) King Lear                                  B) Macbeth                                      C) Hamlet                                      D) Othello

102. Rack focus in film production means:  
A) Camera platform movement to angle up or angle down in a continuous movement  
B) Continuous movement of a camera  
C) Deliberate change of focus from one object to another  
D) Changing the focal length during a shot
103. *Our Village Chhatera* was a development reporting initiative of B. G. Varghese, published in -----  
A) The Times of India  
B) The Statesman  
C) The Pioneer  
D) Hindustan Times
104. In quantitative research, the problem statement:  
A) Can be stated in a question form  
B) Can be stated in a declarative form.  
C) Both A and B  
D) None of the above
105. Which of the following is the correct order of Stevens' four levels of measurement?  
A) Ordinal, nominal, ratio, interval  
B) Nominal, ordinal, interval, ratio  
C) Interval, nominal, ordinal, ratio  
D) Ratio, interval, nominal, ordinal
106. In a batch of 13 students 4 have failed. The marks of the successful candidates were 41, 57, 38, 61, 36, 35, 71, 50 and 40. Find the median marks:  
A) 38  
B) 36  
C) 35  
D) 41
107. Which of the following statements are true?  
Assertion (A) : In India, the judiciary is independent of the executive.  
Reason (R) : Judiciary favours the government and helps in the implementation of its plans.  
A) Both A and R are true and R is the correct explanation of A.  
B) Both A and R are true but R is NOT the correct explanation of A.  
C) A is true but R is false.  
D) A is false but R is true.
108. Which of the following statements are true?  
Assertion (A): India is facing the problem of inflation.  
Reason (R) : We have failed to check the growth of black money.  
A) Both A and R are true and R is the correct explanation of A.  
B) Both A and R are true but R is NOT the correct explanation of A.  
C) A is true but R is false.  
D) A is false but R is true.
109. When media companies are owned by non-media business houses, it is called:  
A) Chain ownership  
B) Joint Stock ownership  
C) Conglomerate media ownership  
D) Business ownership
110. The Amit Mitra Committee was to prepare a report on:  
A) National broadcast policy  
B) Programme quality of AIR  
C) Broadcast code of ethics  
D) Radio recruitment policy

111. A Jump Cut is an editing technique that is employed-----.
- |                         |                             |
|-------------------------|-----------------------------|
| A) At the end of a shot | B) In between two scenes    |
| C) Within a scene       | D) In between two sequences |
112. The commercial broadcasting wing of AIR, *Vividh Bharati*, was started as a counter to:
- |                     |                 |
|---------------------|-----------------|
| A) Voice of America | B) BBC          |
| C) Radio Ceylon     | D) Radio Moscow |
113. What is an F-stop?
- |  |
|--|
| A) Measurement of the flow of electricity                            |
| B) The size of the opening of a diaphragm                            |
| C) Measurement of the light temperature                              |
| D) The valve that stops the movement of a Camera mounted on a tripod |
114. Which of the following statements are true?  
Assertion (A): The social media have become a global craze in recent times.  
Reason (R): Social media cut across the barriers of age, sex, culture and status.
- |  |
|--|
| A) Both (A) and (R) are true.  |
| B) Both (A) and (R) are true, but (R) is not the correct explanation of (A). |
| C) (A) is true, but (R) is false.  |
| D) (A) is false, but (R) is true.  |
115. Which of the following statements are true?  
Assertion (A): The Public Relations exercises seldom save a company in crises.  
Reason (R): Public Relations exercises are dubious in nature.
- |  |
|--|
| A) Both (A) and (R) are true.  |
| B) Both (A) and (R) are true, but (R) is not the correct explanation of (A). |
| C) (A) is true, but (R) is false.  |
| D) (A) is false, but (R) is true.  |
116. *Bridal Mantra*, a new magazine, was launched by:
- |                        |                       |
|------------------------|-----------------------|
| A) The Hindu           | B) The Times of India |
| C) The Hindustan Times | D) The Indian Express |
117. Cronbach's Alpha signifies:
- |                |             |                  |                   |
|----------------|-------------|------------------|-------------------|
| A) Reliability | B) Validity | C) Measurability | D) Convertibility |
|----------------|-------------|------------------|-------------------|
118. A cut from one sound to another without breaking continuity is:
- |          |              |         |           |
|----------|--------------|---------|-----------|
| A) Segue | B) Harmonics | C) Hiss | D) Timbre |
|----------|--------------|---------|-----------|
119. The Travancore State Radio Station started broadcast from Trivandrum on 12 March 1943. It was merged with AIR on -----
- |                    |                      |
|--------------------|----------------------|
| A) 1 April 1950    | B) 14 August 1947    |
| C) 26 January 1950 | D) None of the above |
120. Who was the owner of *Swadeshabhimani*?
- |                                |                                |
|--------------------------------|--------------------------------|
| A) C. P. Govinda Pillai        | B) Vakkom Abdul Khader Moulavi |
| C) Muhammad Abdul Rahman Sahib | D) Sahodaran Ayyappan          |

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