

1. A sentence used in message is ----of words.  
 A) Semantics                                  B) Consequence  
 C) Paradigm                                  D) Syntax
2. Which of the following is not an inherent feature of Shannon and Weaver's informational model?  
 A) Decoding    B) Feedback    C) Noise    D) Transmission
3. Jacobson's model of communication has ----number of constituent factors.  
 A) 2                  B) 4                  C) 6                  D) 8
4. The crisis is not located in the social changes that have taken place but in our failure to respond properly to these changes. This view on crisis is----.  
 A) Subjective                                  B) Interactional  
 C) Informational                                  D) Structural
5. The idea that the viewing aggression can purge the viewer's own aggressive feelings is called:  
 A) Catharsis                                  B) Social behaviour  
 C) Resonance                                  D) Stimulation theory
6. A summary lead contains:  
 A) A direct quote  
 B) Instructions on how to read the story  
 C) The most important facts of the story  
 D) A list of all the sources quoted in the story
7. The International Association for Media and Communication Research (IAMCR) was founded in:  
 A) 1932                  B) 1946                  C) 1957                  D) 1971
8. The term introduced by Hovland et al. used to denote delayed increase in persuasion observed when the discounting cue:  
 A) Differential decay                                  B) Sleeper effect  
 C) Delayed Attitude Change                                  D) Boomerang effect
9. The theories that are neither describing things nor providing scientific explanations, but describing things should be:  
 A) Behavioral theories                                  B) Cognitive theories  
 C) Normative theories                                  D) Propaganda theories
10. According to Gerbner there are three types of stories, together constitute culture, which is increasingly disseminated by television. Which one of the following is not included in this category?  
 A) How things work                                  B) How things are  
 C) Why to do                                  D) What to do

11. Assertion (A): Journalistic ethics require that the journalist should realize their conduct and possess a relevant attitude  
Reason(R): Because it makes a journalist cautious and more accountable towards people and his profession
- A) Both (A) and (R) are true (R) is correct explanation of (A)  
B) Both (A) and (R) are true; but (R) is not correct explanation of (A)  
C) (A) is true, but (R) is false  
D) (A) is false, but (R) is true
12. The concept "communications circuit" a useful model to study the interaction between the many agents involved in the transmission of texts through society was proposed by:  
A) Max McCombs and Donald Shaw  
B) Nicolas Barker  
C) Robert Darnton  
D) Thomas R. Adams
13. The Propaganda model of media control was introduced by Edward. S. Herman and Noam Chomsky in  
A) Propaganda Technique in the World War  
B) Public opinion  
C) Manufacturing Consent – The Political Economy of the Mass Media  
D) Cultural imperialism
14. According to Louis Althusser, the institutions and systems that legitimate and reproduce the state, by producing consent is called  
A) Propaganda Machine                      B) Repressive State Apparatus  
C) Magic Multiplier                         D) Ideological State apparatus
15. Match the following:
- | <u>LIST I</u> |                      | <u>LIST II</u> |              |
|---------------|----------------------|----------------|--------------|
| a.            | P N Menon            | 1.             | Oppol        |
| b.            | G Aravindan          | 2.             | Prathisanthi |
| c.            | Adoor Gopalakrishnan | 3.             | Chemparathi  |
| d.            | K S Sethumadhavan    | 4.             | Thampu       |
- A) a-3, b-4, c-2, d-1                      B) a-4, b-3, c-1, d-2  
C) a-3, b-2, c-4, d-1                      D) a-2, b-1, c-4, d-3
16. The American communication scholar who proposed concept of decolonization of information:  
A) Everett Rogers                              B) Elihu Katz  
C) Herbert Schiller                             D) Robert T Craig
17. "Time biased" media and "space biased" media are the terms coined by:  
A) Marshall McLuhan                         B) Harold Innis  
C) Theodor Adorno                             D) Max Weber

18. The Vernacular Press Act was enacted by -----.
- A) Lord Wellesley                      B) Lord Canning  
C) Lord Lytton                          D) Lionel Fieldon
19. Which of the following is the right sequence of a news story?
- A) Dateline–Lead-Headline-Byline  
B) Headline-Dateline-Byline-Lead  
C) Dateline-Byline-Headline-Lead  
D) Headline-Byline-Dateline-Lead
20. Part IV A of the Constitution of India deals with:
- A) Fundamental Rights                  B) Directive Principles  
C) Citizenship                              D) Fundamental Duties
21. Match the following:
- |    | <u>List I</u>   |    | <u>List II</u>  |
|----|---|----|-----------------|
| a) | The Storm   | 1) | Paul Lazarsfeld |
| b) | The passing of traditional society<br>Modernizing the Middle East                   | 2) | Harold Lasswell |
| c) | Propaganda Technique in the World War   | 3) | Daniel Defoe    |
| d) | Personal Influence: The Part Played by<br>People in the Flow of Mass Communications | 4) | Daniel Lerner   |
- A) a-3, b- 4, c-2, d- 1                      B) a-3, b-1, c-4, d- 2  
C) a- 2, b-3, c-4, d -1                      D) a-2, b-4, c- 1, d-3
22. The proponent of the ritual model of communication:
- A) James Carrey                          B) Claude Shannon  
C) Denis McQuail                        D) Ferdinand Tönnies
23. The most important limitation of Information-flow theory is:
- A) Channel problem                      B) Source-dominance  
C) Message-centric                        D) Receiver-specific
24. The----- theory of media proposes that one of the important functions of media is to provide information to the citizens and act as a channel of communication between the government and its citizens.
- A) Authoritarian                          B) Liberal  
C) Effect                                      D) Development
25. The first official inquiry into state of Indian broadcasting in Post Independent India was -----.
- A) Verghese Committee                  B) Joshi Committee  
C) Chanda Committee                    D) Pawar Committee
26. The Indian Institute of Mass Communication (IIMC) was set up under the:
- A) Societies Registration Act XXI (1860)  
B) Press Council Repeal Act (1976)  
C) Press Council Bill (1977)  
D) Press Council Act 1965

27. The cartoon character Common Man created by Indian author and cartoonist R. K. Laxman was first appeared in:  
 A) The Indian Express                      B) The Free Press Journal  
 C) The Hindu                                      D) The Times of India
28. The satellite used to launch the Satellite Instructional Television Experiment (SITE):  
 A) INSAT 1-A    B) INSAT 1-B    C) ATS-6            D) INSAT 2-E
29. The first Indian television factory opened at:  
 A) Kanpur                                      B) Thiruvananthapuram  
 C) Bhubaneswar                              D) Jaipur
30. Who among the following is described communication research as a “crossroad where many have passed but few have tarried”  
 A) Bernad Berelson                      B) Wilbur Schramm  
 C) Kurt Lewin                                      D) Walter Lippmann
31. ‘Lessons in Journalism the story of Pothan Joseph’ is authored by:  
 A) K M Mathew                              B) B G Verghese  
 C) T J S George                              D) Pothan Joseph
32. The code of Athens was sourced from -----.  
 A) Magana Carta                              B) Fundamental rights of Indian constitution  
 C) American constitution                      D) UN declaration of Human Rights
33. Television programme which is a part of an intensive HIV/AIDS media initiative involving the Indian government’s National AIDS Control Organization, Prasar Bharati and the BBC World Service Trust:  
 A) Hum log                                      B) Jasoos Vijay  
 C) TinkaTinkaSukh                              D) Taru
34. Testing the clarity of an instrument for collecting information is known as -----.  
 A) Pre-test                      B) pilot test                      C) post-test                      D) summative test
35. Public information model of public relations give importance to:  
 A) fair deal                      B) reception                      C) impact                      D) truth
36. The Supreme Court’s seminal decision in the case Ranjit Udeshi Vs. State of Maharashtra was on the aspect of:  
 A) Freedom of Press                              B) Public decency and morality  
 C) Security of the State                              D) Contempt of Court
37. The first video news magazine in India which showed, full of investigative stories in a video cassette was:  
 A) The World this week                              B) Newstrack  
 C) News tonight                                      D) Ankhon Dekhi

38. The Bombay High court Judge who rejected the Doordarsan's argument that free speech, did not apply to Television programmes:
- A) Justice B. N. Deshmukh  
 B) Justice Yogesh Sabharwal  
 C) Justice Manoj Kumar Mukherjee  
 D) Justice Sujata Manohar
39. Who among the following deliberate six schools of development communication: Bretton Woods, Latin American, Los Banos, Anglophone Africa, Indian School and the Participatory Development Communication School?
- A) Nora C Quebral                      B) Keval J Kumar  
 C) Linje Manyozo                      D) Srinivas Melkote
40. Match the following:
- | <u>List I</u>           | <u>List II</u>                    |
|-------------------------|-----------------------------------|
| a) Robert Flaherty      | 1) Fahrenheit 11/9                |
| b) Michael Moore        | 2) Niyamgiri, You are still alive |
| c) Anand Patwardhan     | 3) The Pottery maker              |
| d) Suma Josson          | 4) War and Peace                  |
| A) a-3, b- 4, c-2, d- 1 | B) a-3, b-1, c-4, d- 2            |
| C) a- 2, b-3, c-4, d -1 | D) a-2, b-4, c- 1, d-3            |
41. The process by which one company buys different kinds of media, concentrating ownership across differing types of media rather than "up and down" through one industry:
- A) Vertical integration                      B) Horizontal integration  
 C) Linear integration                      D) Non-Linear integration
42. The frame analysis was developed by:
- A) Erving Goffman                      B) Norman Fairclough  
 C) Teun A. van Dijk                      D) Harold Garfinkel
43. The technique for mixing two images or frames together, in which usually a single colour from one image is removed (or made transparent) and revealing another image behind it is known as:
- A) Composing                      B) Chroma Keying  
 C) Mixing                      D) Framing
44. The idea of “spin doctor” was first expressed in the issue of -----October 21<sup>st</sup>, 1984.
- A) The Washington Post                      B) The Wall Street Journal  
 C) The New York Times                      D) Chicago Tribune
45. The concept of “non-homogeneous” work culture in journalism, in which women and minorities are not equal participants, has been introduced by:
- A) Melin-Higgins & Djerf-Pierre  
 B) Barbie Zelizer  
 C) Margret Lünenborg  
 D) Karen Foss & Sonja Foss

46. The First newspaper started by Dr. B.R. Ambedkar:  
 A) Mooknayak B) Bahishkrut Bharat  
 C) Janata D) Prabuddha Bharat
47. In India, Obscenity is a punishable offence under ----- of IPC.  
 A) Section 294 B) Section 88  
 C) Section 280 D) Section 279
48. The study of how space and distance influence communication refers as  
 A) Kinesics B) Proxemics C) Acoustics D) Oculesics
49. Match the following:
- | <u>List I</u>           | <u>List II</u>         |
|-------------------------|------------------------|
| a) Satyajit Ray         | 1) Susman              |
| b) Mrinal Sen           | 2) Agantuk             |
| c) Shyam Benegal        | 3) Meghe Dhaka Tara    |
| d) Ritwik Ghatak        | 4) Aamaar Bhuvan       |
| A) a-3, b- 4, c-2, d- 1 | B) a-3, b-1, c-4, d- 2 |
| C) a- 2, b-3, c-4, d -1 | D) a-2, b-4, c- 1, d-3 |
50. The author of ‘Two Concepts of Liberty’:  
 A) J S Mill B) Isaiah Berlin  
 C) John Rawls D) Immanuel Kant
51. The approach in media education emerges from the fear of media and aims to protect people from dangers of media is:  
 A) Literacy movement B) Protectionist approach  
 C) Media Art Education D) Critical Literacy
52. The technology that superimposes a computer-generated image on a user's view of the real world and providing a composite view is ----.  
 A) Virtual Reality B) Diminished reality  
 C) Mixed Reality D) Augment Reality
53. The Journal started in 1886 in Poona for providing an anthology of British Press Reports for the use of indigenous newspapers:  
 A) Indian Opinion B) Opinion on India  
 C) English Opinion on India D) India Gazette
54. The Constitution of India deals the power privileges and immunities of parliament and its members in Article----.  
 A) 104 B) 135 C) 217 D) 124
55. The director of the Malayalam Movie Kanjana Seetha:  
 A) K R Mohanan B) Shaji N Karun  
 C) G. Aravindan D) Ramu Karyat

56. CATV stands for:  
 A) Conditional Access Television  
 B) Community Antenna Television  
 C) Conditioned Antenna Television  
 D) Conduit for Access Television
57. Which one of the following is correct Westerstahl scheme of objectivity?  
 A) Truth-Relevance-Balance-Neutrality  
 B) Truth-Balance-Relevance-Neutrality  
 C) Neutrality- -Relevance-Balance-Truth  
 D) Neutrality-Balance-Relevance- Truth
58. Cahiers Du cinema -journal was started by:  
 A) Emilie Bickerton                      B) Andre Bazin  
 C) Jean-Luc Godard                      D) Jacques Rivette
59. The first empirical study that proposed typology of news values in 1965 was conducted by:  
 A) Johan Galtung & Mari Ruge  
 B) Tony Harcup and Deirdre O'Neill  
 C) Paul Brighton and Dennis Foy  
 D) Peter Golding and Philip Elliott
60. The first committee appointed by the Government of India, since Independence for altering its patent system:  
 A) Tek Chand Committee              B) Chandra Committee  
 C) Srikrishna Committee              D) Ayyangar Committee
61. The Press Trust of India (PTI) was founded on:  
 A) August 28, 1948                      B) July 17, 1949  
 C) August 27, 1947                      D) February 17, 1949
62. The Illustration or Photograph that runs into the edge of the page is known as -----.  
 A) Bleed                      B) Spin lean                      C) Trim                      D) Creep
63. The person who used war -metaphor and turned news room as a full fledged war room to discuss strategy:  
 A) Ramesh Chandra Jain              B) Sameer Jain  
 C) Arnab Goswami                      D) Rajdeep Sardesai
64. The Information Films of India established in 1943 has been re-established since Independence as:  
 A) Indian Broadcasting Company  
 B) Publication Division  
 C) Films Division  
 D) Film Finance Corporation
65. The concept of paradigm and paradigm shift was introduced by:  
 A) Karl Popper                              B) Thomas Khun  
 C) Paul Feyerband                              D) Imre Lakatos

66. Which one of the following is not the element of Yellow journalism?  
 A) Mud-slinging                                B) Sensationalism  
 C) Violence                                        D) Fair-minded
67. The NANAP was the outcome of the deliberations among:  
 A) SAARC Nations                                B) ASIAN Nations  
 C) NAM Nations                                    D) European Union
68. The idea of sending some news or articles to the press to be carried in the same edition before completion of printing is known as:  
 A) Block press                                    B) Pausing press  
 C) Running press                                D) Stop Press
69. Which section of IPC defines the offences of defamation?  
 A) 408                                B) 409                                C) 499                                D) 489
70. The French theorist who argued how media alters the relation between the representation and reality, through the proliferation of information and messages, to produce hyper-reality:  
 A) Jean Baudrillard                                B) Michael Foucault  
 C) Jacques Derrida                                D) Gilles Deleuze
71. In recent times, as part of effort for democratization of communication the concepts of capabilities, entitlements and functioning have been used. Name the economist who proposed these concepts as part of the capability approach:  
 A) Raghuram Rajan                                B) Amartya Sen  
 C) C Rangarajan                                    D) Jean Dreze
72. The critic who identified the basic premises of the modernization paradigm was the belief in its role as the only force capable of destroying archaic superstitions:  
 A) Immanuel Wallerstein                                B) Arturo Escobar  
 C) Paulo Freire                                        D) Rajani Kothari
73. In India, a basis for 'privacy' as a constitutionally guaranteed fundamental right arose in -----case in 1964.  
 A) R.Rajagopal v. State of Tamil Nadu  
 B) KharakSingh v. State of U.P  
 C) Gobind v. State of Madhya Pradesh  
 D) Maneka Gandhi v. Khushwant Singh
74. The censorship is "nothing but the evil children of evil parents" Who wrote this?  
 A) Plato    B) John Milton  
 C) Karl Marx                                        D) Hegel
75. The person behind the invention of World Wide Web that revolutionized Internet:  
 A) Tim Bernes Lee                                B) Vint Cerf  
 C) Robert E. Kahn                                D) Larry Page



76. The correct sequence in the three stage conceptual model for the evolution of online news proposed by Dimitrova D.V. and Neznanski M:
- A) Shovelware-Augmented-Convergence
  - B) Augmented-Shovelware-Convergence
  - C) Hypertextuality-Shovelware-Convergence
  - D) Hypertextuality-Multimediality-Shovelware
77. The editing technique montage was introduced by:
- A) Sergei Eisenstein
  - B) Orson Welles
  - C) Dziga Vertov
  - D) Vittorio De Sica.
78. As part of the formation of the Constitution of India, an objective resolution in the Constituent Assembly was adopted on December 13, 1946. It was framed by-----.
- A) Jawaharlal Nehru
  - B) Dr. Rajendra Prasad
  - C) Dr. B. R. Ambedkar
  - D) H. C. Mukherjee
79. The title of the Mac Bride Commission Report is-----.
- A) Mass Media and Development
  - B) Understanding the Media
  - C) New Information
  - D) Many Voices, One World
80. In India, as per section 25 of the Copyright Act, the Photographs are provided copyright protection for a period of -----from the date of publication.
- A) 70 years
  - B) 50 years
  - C) 60 years
  - D) 75 years
81. In 2016, the word that was declared as word of the year by Oxford Dictionaries' is ----.
- A) Fake news
  - B) Post-truth
  - C) Paid news
  - D) Data science
82. Who among the following is identified that gendered communication practices reflect and reinforce our societal expectation that care giving is women's work?
- A) Judith Butler
  - B) Julia Wood
  - C) Nancy Fraser
  - D) Sandra Harding
83. The strategy of starting research from the lives of women and other marginalised groups whose concerns and experiences are usually ignored is termed as:
- A) Weak objectivity
  - B) Strong objectivity
  - C) Neutrality
  - D) Impartiality
84. The First amendment to the constitution, moved in 1950, introduced several changes in the language of-----.
- A) Article 14
  - B) Article 19
  - C) Article 21
  - D) Article 25
85. The light that is present in the scene without adding any flash or light modifiers during photography is called:
- A) Ambient light
  - B) Fill Light
  - C) Key Light
  - D) Speed light

86. Which of the following is not a function of interpersonal communication, according to functional approach?
- A) Create Social reality for self and others  
 B) Influencing others  
 C) Making Meaning  
 D) Relationship Development and Maintenance
87. The view of organization highlighting the interpersonal nature of relationships and emphasis on interpersonal motivation of members and how that affect their communication is known as ----.
- A) Culture  
 B) Designed Machine  
 C) Network of relationships  
 D) Strategic
88. The issues that the media attend and ignore others; thereby altering the standards by which people's judgments are known as:
- A) Framing  
 B) Political Priming  
 C) Persuasion  
 D) Shaping
89. The founder of Associate Press of India:
- A) A.S. Iyengar B) Durga Das C) K C Roy D) Usha Nath Sen
90. The author of the book 'Crystallizing Public Opinion':
- A) Ivy Ledbetter Lee B) Edward L. Bernays  
 C) George Gallup D) Walter Thompson
91. National Film Archive of India that aims to acquire and preserve Indian cinematic heritage was established in ----.
- A) 1955 B) 1961 C) 1964 D) 1969
92. The concept that tries to explain worrying trend such as "littered" with rumour firestorms, media bombing and "mean spirited" blogging is:
- A) Communicative abundance B) Digital democracy  
 C) Dirty vital work D) Media decadence
93. Who among the following proposed cultural studies rather than media studies, due to the academic isolation of 'communication' which tends to separate messages from the culture they inhabit?
- A) I A Richard B) Roland Barthes  
 C) Stanley Deetz D) Stuart Hall
94. The first film journal in Indian subcontinent, published in 1924:
- A) Bombay Chronicle B) Mirror  
 C) Film India D) Mouj Majah
95. Four level of measurement scale are given below, choose the correct one:
- A) Nominal, ordinal, interval and discrete scale  
 B) Nominal, ordinal, interval and ratio scale  
 C) Nominal, ordinal, interval and continuous scale  
 D) Nominal, ordinal, interval and attribute scale

96. The measurement of a secondary variable to determine that an experimental variable actually operated in a study is called-----.
- A) Manipulation check                      B) Pilot check  
C) Reliability check                         D) Validity check
97. The Pamphlet published by Gandhiji under the title "The grievances of the British Indians in South Africa" was known as-----.
- A) Black Pamphlet                            B) Green Pamphlet  
C) Orange Pamphlet                         D) Red Pamphlet
98. Who was the first president of the Indian Federation of Working Journalists (IFWJ)?
- A) M.Chalapathi Rau                         B) Kasturi Srinivasan  
C) Sadanand                                    D) Maulana Azad
99. According to Kenneth Burke, the key term for "new rhetoric" is -----and this may include partially unconscious factors in its appeal.
- A) Identification                              B) Perfection  
C) Persuasion                                 D) Redemption
100. Who introduced the Working Journalists Act, 1955 in Lok Sabha?
- A) R .R. Divakar                                B) B.V Keskar  
C) V.C Shukla                                 D) Satya Narayan Sinha
101. Participants are free to listen to reason and speak their minds without fear of constraint or control is termed as-----by Habermas.
- A) Counter-public                              B) Dialogue  
C) Ideal speech situation                      D) Public sphere
102. The documentary Celluloid Man was directed by:
- A) Henri Langlois                              B) Jean Mitry  
C) P.K. Nair                                     D) Shivendra Singh Dungarpur
103. What is libel?
- A) Publishing a false statement that damages someone's reputation  
B) A tendency to do something  
C) Publishing private information about a person  
D) Use of freelance editors
104. The publisher of the Malayalam publication Al-Ameen which was published during 1924–1939:
- A) N.P. Mohammed                            B) Vakkam Abdulkhadar Maulavi  
C) Muhammad Abdur Rahman                D) Thangal Kunju Musaliar
105. The Journalist who began career as a reporter for Down to Earth and made a transition as a campaigner for "Right to Air," is -----.
- A) Anumita Roychowdhury                    B) Anil Agarwal  
C) Sunita Narain                                D) Aniruddha Bahal
106. The proprietor of the Keralamitram printing press at Cochin in 1865:
- A) T.J. Paily                                     B) Kandathil Varghese Mappilai  
C) Rev.Fr.Candidus                             D) Devji Bhimji

107. Assertion (A): The Press Council of India must be converted into media council is a matter of opinion  
Reason(R): Since the reach and access of electronic media have increased tremendously, there are issues to be considered involving all of them
- A) Both (A) and (R) are true  
B) Both (A) and (R) are true; but (R) is not correct explanation of (A)  
C) (A) is true, but (R) is false  
D) (A) is false, but (R) is true
108. What is the full form of NITI in NITI Aayog?  
A) National Institution for Transforming India  
B) National Institution for Technology India  
C) National Implementation for Transforming India  
D) National Implementation for Technology India
109. Bloomberg specializes in supplying  
A) Political News B) Financial News  
C) Science News D) Sports News
110. The agency which introduced the world's first Urdu news service in 1992:  
A) AP B) PTI C) Reuters D) UNI
111. The Press Institute of India was founded in -----.  
A) 1954 B) 1963 C) 1979 D) 1982
112. The concept of monochromic behavior is related to:  
A) Advertising B) Public Relations  
C) Television D) Internet
113. Spin doctors help to:  
A) Maximize favourable publicity  
B) Maximize unfavourable publicity  
C) Minimize favourable publicity  
D) Ensure fair coverage
114. Assertion (A): Right to Information Act was enacted in India to bring transparency and accountability in governance  
Reason(R): The full provisions of the Freedom of Information Act in Britain came into force on 1 January 2005
- A) Both (A) and (R) are true  
B) Both (A) and (R) are true; but (R) is not correct explanation of (A)  
C) (A) is true, but (R) is false  
D) (A) is false, but (R) is true
115. The Gestalt theory in advertising signifies -----.  
A) Straight forwardness B) totality  
C) Openness D) compactness

116. The bimonthly journal published by the Press Trust of India:  
A) Media Watch B) Vidura C) Seminar D) The Caravan
117. The first International convention related to copy right was held at -----.  
A) Berne B) London C) Geneva D) Rome
118. The list of items or people forming a population from which the sample is drawn---.  
A) Population register B) Population frame  
C) Sampling frame D) Sample register
119. Threat to the internal validity due to the participant response are influenced by the fact that they are aware of being observed. It is known as -----.  
A) Testing effect B) Maturation  
C) Hawthorne effect D) Experimental Mortality
120. The process of accumulation as each located participant suggests other participants is known as -----.  
A) Cluster sampling B) Stratified sampling  
C) Snow ball sampling D) Quata sampling
-