

- 1. The director of the documentary Jai Bhim Comrade:
A) Sanjay Kak B) Kabir Khan
C) Shyam Benegal D) Anand Patwardhan

- 2. The author of "The Free Voice: On Democracy, Culture and the Nation":
A) P. Sainath B) N. Ram
C) Ravish Kumar D) Prannoy Roy

- 3. Barnlund's Model is based on -----Communication.
A) Inter personal B) Intra personal
C) Group D) Mass

- 4. ----- is an inter active model of Communication.
A) Becker's B) Schramm's C) Lasswell's D) Berlo's

- 5. Chronemics deals with----- in communication.
A) Space B) Touch C) Time D) Movement

- 6. Location triangle is a concept developed by-----.
A) Durkheim B) Weber C) Karl Marx D) Adam Smith

- 7. The beginning of Public Relations points out the link of Pennsylvania Railroad to ----.
A) Edward Bernays B) Ogilvy
C) Thompson D) Ivy Lee

- 8. Article 19(1)(a) of Indian Constitution states about -----.
A) Freedom of speech and expression
B) Right to information
C) Prohibits discrimination on basis of race and gender
D) Right to travel

- 9. Philosophy of Pragmatism is more related to ideas of -----.
A) John Dewey B) Plato C) Husserl D) Tagore

- 10. First Summarise, then narrate is the news reporting structure of ----.
A) Inverted Pyramid B) Narrative lead
C) Hour Glass D) Nut graph

- 11. Fritz Lang was associated with the stream of -----.
A) New wave B) German Expressionism
C) Surrealism D) Formalism

- 12. Time magazine is a -----.
A) Monthly B) Weekly C) Bi monthly D) Quarterly

13. WebFX is related to:
 A) PR B) Advertising
 C) Web series D) Content writing
14. Who won the Nobel prize for Literature in 2019?
 A) Doris Lessing B) Orhan Pamuk
 C) Peter Handke D) Harold Pinter
15. Passing of Traditional Society is the thesis by:
 A) Wilbur Schramm B) Daniel Lerner
 C) Nora C Quebral D) Everett Rogers
16. Editor of "The Telegraph":
 A) R. Rajagopal B) Vinod K Jose
 C) Manoj K Das D) Mathew Samuel
17. Blind self/ Blind spot is a concept formulated in ----Model.
 A) Knapp B) Johari Window
 C) Newcomb D) Fisher
18. The world's largest circulated newspaper is ----.
 A) Yomiuri Shimbun B) USA Today
 C) The Nikkei D) Asahi Shimbun
19. Match the following
- | List I | List II |
|-------------------------|-------------------------|
| a) Leon Festinger | 1) Social Learning |
| b) Albert Bandura | 2) Actor Network |
| c) George Gerbner | 3) Cognitive Dissonance |
| d) Bruno Latour | 4) Cultivation |
| A) a-1, b-3, c- 4, d- 2 | B) a-3, b-1, c-4, d-2 |
| C) a-2, b-3, c- 1, d- 4 | D) a-4, b-3, c-2, d-1 |
20. The first feature film by Charlie Chaplin:
 A) Great Dictator B) City Lights
 C) The Circus D) The Kid
21. Author of the book 'Public Opinion':
 A) Walter Benjamin B) Walter Lippmann
 C) Walter Scott D) Walter Crane
22. The director of the film Sairat:
 A) Nagraj Manjule B) Avinash Arun
 C) Rima Das D) Anurag Kashyap
23. -----is a form of intended propaganda communication.
 A) Snowball B) Spin C) Stimulus D) Stalagmite

24. Malayalam film Newspaper Boy comes under the category -----.
- A) Docufiction B) Neo realistic
C) New wave D) Magic realism
25. The director of the film Mother India:
- A) Mehboob Khan B) V. Santaram
C) Guru Dutt D) Sunil Dutt
26. To set the research design to the simple yet comprehensive is called ----.
- A) Validity B) Reliability C) Parsimony D) Balancing
27. Denying absolute right and wrong and depending on culture is the characteristic of ---- Approach.
- A) Utilitarianism B) Relativistic
C) Teleological D) De ontological
28. Match the following:
- | List I | List II |
|------------------------|-------------------------|
| a) Swayamvaram | 1) Pavithran |
| b) Kummatti | 2) K.P. Kumaran |
| c) Uppu | 3) G. Aravindan |
| d) Athithi | 4) Adoor Gopalakrishnan |
| A) a-4, b-1, c- 3, d-2 | B) a-4, b-1, c-2, d-3 |
| C) a-4, b-2, c-1, d-3 | D) a-4, b-3, c-1, d-2 |
29. The research in which no prior information available for predictions are ----- Research.
- A) Experimental B) Exploratory
C) Applied D) Action
30. In open ended questions the respondent has -----.
- A) Objective answers B) No Answers
C) Multiple Answers D) None of these
31. ‘Ours is a dramatized society’ – Whose words are these?
- A) Stuart Hall B) Walter Benjamin
C) McLuhan D) Raymond Williams
32. The Vernacular Press Act was enforced by:
- A) Lytton B) Canning C) Macaulay D) Hastings
33. V/o means:
- A) Narration over the visuals B) Sound bite
C) Package D) Stand up open
34. The present chairman of Press Council of India?
- A) Justice C.K. Prasad B) Justice Markandey Katju
C) Justice Anand D) None of these

35. The quantitative academic study of the World Wide Web is -----.
- A) Webometrics B) Web analytics
C) Websearch D) Webliography
36. The predictability structured into a message in order to facilitate decoding is-----.
- A) Entropy B) Redundancy C) Reflexivity D) Dependability
37. The study of structures of experience or consciousness is-----.
- A) Positivism B) Romanticism
C) Phenomenology D) Hermeneutics
38. Tentative application of principles received from past experience is-----.
- A) Historiography B) Polysemy
C) Heuristic D) Idiographic
39. Subject's Knowledge and consent are **not** considered in -----.
- A) Covert Research B) Action Research
C) Diachronic Research D) Critical Research
40. 'The Human Condition' is written by:
- A) Slavoj Zizek B) Hannah Arendt
C) Spivac D) Lazarfeld
41. The structural Transformation of Public Sphere is the thesis and idea proposed by:
- A) Horkheimer B) Adorno
C) Habermas D) Nancy Fraser
42. Physical possessions of cultural capital as Habitus was the logic suggested by:
- A) Pierre Bourdieu B) Alain Badiou
C) Lyotard D) Foucault
43. The science of signs is called -----.
- A) Semiology B) Symbolism C) Narratology D) Axiology
44. Which one of the following is strictly a numeral scale?
- A) Moreno B) Nominal C) Likert D) None of these
45. In Hi-fi, fi stands for:
- A) Final B) Fidelity C) Finical D) Finish
46. Hot and Cold messages are propounded by-----.
- A) Raymond Williams B) Anderson
C) Marshall McLuhan D) Guy Debord
47. SITE was launched in the year -----.
- A) 1975 B) 1978 C) 1973 D) 1971
48. World Radio Day is on -----.
- A) February 13 B) March 13 C) December 13 D) January 13

49. Yuvavani was started in the year -----.
- A) 1971 B) 1981 C) 1973 D) 1983
50. The poem 'Akashvani' was written by-----.
- A) Tagore B) Bankim Chandra Chatterjee
C) MirzaGhalib D) Sarojini Naidu
51. The editorials written by ----- in Samadarsi was historical and analytical in content.
- A) Kesari Balakrishna Pillai B) Swdeshabhimani Ramakrsishna Pillai
C) T.K. Madhavan D) C. Kesavan
52. Pulleli Kunchu was published in -----.
- A) Rajyasamacharam B) Jnana Nikshepam
C) PaschimaTharaka D) Kerala Pathaka
53. Foreign advertisements were published for the first time in the Malayalam newspaper:
- A) Kerala Mitram B) Kerala Bhooshanam
C) Kerala Pathaka D) Malayalee
54. Match the following:
- | List I | | List II | |
|-----------------------|----|--------------------|--|
| a) Manoj K Das | 1) | The Hindu | |
| b) Mammen Mathew | 2) | Times of India | |
| c) Suresh Nambath | 3) | Malayala Manorama | |
| d) Jaideep Bose | 4) | Mathrubhumi | |
| A) a-4, b-3, c-1, d-2 | B) | a-2, b-3, c-4, d-1 | |
| C) a-4, b-3, c-2, d-1 | D) | a-2, b-3, c-1, d-4 | |
55. ----- is a fashion magazine.
- A) EPW B) Forbes C) Vogue D) Evo
56. MLA style format has its expansion as:
- A) Multi Layered Association
B) Manually Located Artefacts
C) Modern Language Association
D) Mixed Language Assembly
57. CPA means:
- A) Cost per account B) Cost per annum
C) Cost per action D) Cost per advertisement
58. Which one of the following is free and open software content management system?
- A) Drupal B) AJAX C) Django D) Foursquare
59. PHP stands for:
- A) Personal Home Processor B) Personal Hardware Processor
C) Personal Home Page D) Personal Hit Page

60. JPEG is:
 A) Joint Photographic Experts Group
 B) Joint Photo Exchange Group
 C) Joint Picture Editing Group
 D) Joint Picture Exchange Group
61. Following other people's consumer and buying behavior is ----.
 A) Bandwagon Effect B) Spiral of Silence
 C) Field of Experience D) Fear of Isolation
62. The Dadha Saheb Phalke Award in 2018 was won by:
 A) Vinod Khanna B) Sashi Kapoor
 C) Amitabh Bachchan D) Gulzar
63. Words or Dialogues given in a drawing as if it comes from a character is known as----.
 A) Blurb B) Balloon C) Box D) Highlight
64. Stories scheduled for next day's newspaper is -----.
 A) Planted stories B) Budget
 C) Embargo D) Garage
65. Fourth Estate was coined by:
 A) Edmund Burke B) Giddens
 C) Weber D) Durkheim
66. Back issues of newspapers are usually kept at -----.
 A) Dark Room B) Bureau
 C) News room D) Morgue
67. The process of playing down news by substituting words is called -----.
 A) Parsimony B) Occam's razor
 C) Euphemism D) Cropping
68. The way of showing advertisements by locating the mobile phones of the customer is----.
 A) Geotagging B) Geotargeting
 C) Geomapping D) Geo selling
69. OOH is -----.
 A) Off and On Home B) Out Of Home
 C) Online On Home D) Only Online Home
70. The famous singer and lyricist who won Nobel Prize:
 A) John Lennon B) Bob Dylan
 C) Elvis Presley D) Jim Reeves
71. Two way feed back in the process of communication was introduced by:
 A) Shannon B) Westley C) Schramm D) De Fleur

72. Framing theory was proposed by:
 A) Goffman B) Mc Comb C) Russel D) Schiller
73. See, Sea and C are examples for----.
 A) Homophone B) Homonym C) Homograph D) None of these
74. Which one of the following is a conceptual model?
 A) Dance's B) Westley and Mac Leans
 C) Shannon and Weaver D) Lasswell
75. The breaking news of Watergate resulted in the resignation of -----.
 A) Richard Nixon B) Ronald Reagan
 C) Jimmy Carter D) George Bush
76. Bi lingual monthly of Kerala Media Academy is:
 A) Journal B) Tapasam C) Media D) Vidura
77. Navabharatham was published by:
 A) B.R.P Bhaskar B) A.K. Bhaskar
 C) T. Venugopalan D) C.P. Ramachandran
78. The story of the commercial hit film Madhumati was written by:
 A) Raj Kapoor B) Ritwik Ghatak
 C) Mrinal Sen D) Dilip Kumar
79. The author of "Visual Pleasure and Narrative Cinema":
 A) Andre Bazin B) Laura Mulvey
 C) Siegfried Kracauer D) Kuleshov
80. Head quarter of Al Jazeera is at -----.
 A) Doha B) Riyadh C) Kuwait city D) Salalah
81. CUE is -----.
 A) a signal alerts to act B) a signal asks to stay back
 C) a message of warning D) a signature music
82. Without announcing the sponsorship, the radio broadcasting musical programme is called-----.
 A) Fake Air B) Payola C) Benami D) False Air
83. 'Annihilation of Caste' is written by -----.
 A) Nehru B) B.R. Ambedkar
 C) Savitribai Phule D) Kanshi Ram
84. Nipper dog is the model of -----.
 A) Porsche B) HMV C) Allen Solly D) Ferrari
85. Present Chief Information Commissioner of India:
 A) Deepak Sandhu B) Rajiv Mathur
 C) Sudhir Bhargava D) None of these

86. DVD is -----.
- A) Digital Video Drive B) Digital Versatile Disk
C) Digital Video Device D) Digital Visual Device
87. Hertz is the unit of:
- A) Frequency B) Ampere C) Time D) Voice
88. Head quarters of Google is at -----.
- A) New York B) Washington C) California D) Houston
89. The present Governor of Reserve Bank of India:
- A) Urjit Patel B) Raghuram Rajan
C) Bimal Jalan D) Shaktikanta Das
90. PUBG is expanded as:
- A) Player Unknown's Battlegrounds
B) Playing Unit of Battlegrounds
C) Public Unit of Battlegrounds
D) Pure Urban Battlegrounds
91. Bourgeoisie is a construct largely used by:
- A) Althusser B) Karl Marx C) Hegel D) Adorno
92. Assertion (A)– Marxist idea of proletariat overthrowing the bourgeoisie through some form of determinism incorporates a modernist vision.
Reason (R)- Modernism involves grand ideas or theories and is linked to intellectuals that came to prominence based on Enlightenment thinking.
- A) A and R are false B) A is true, R is False
C) A is false, R is true D) Both A and R are true
93. Aspect ratio is between:
- A) Width to height B) Length to breadth
C) Length to height D) Width to breadth
94. Who among the following is referred to as mother of Development Communication?
- A) Nora C Quebral B) Nancy Fraser
C) Linje Manyozo D) None of these
95. ----- is the author of Argumentative Indian.
- A) Ashish Nandi B) Partha Chatterjee
C) AmartyaSen D) Arundhati Roy
96. Palm d'Or 2019 was awarded to:
- A) Shoplifters B) The Square C) LaLa Land D) Parasite
97. Joseph Pulitzer was associated to -----news paper.
- A) New York World B) New York Times
C) New York Sun D) The New York

98. Jellikeetu, Malayalam movie is based on the story of -----.
- A) Susmesh Chandroth B) P.V. Shajikumar
C) S. Hareesh D) Santhosh Echikkanam
99. Swadeshabhimani – Kesari Award 2019 was given to:
- A) Thomas Jacob B) T.J.S. George
C) T. Venugopal D) T.N. Gopakumar
100. A Pestring Journey is a documentary directed by:
- A) C.S. Venkiteswaran B) Sarath Chandran
C) K.R. Manoj D) K.P.Sasi
101. De Tour is a column by:
- A) Shobha De B) Anita Pratap
C) Swara Bhasker D) Anuja Chauhan
102. The editor of the magazine EPW:
- A) Gopal Guru B) Paranjoy Guha Thakurta
C) Krishna Raj D) Rammanohar Reddy
103. Kollywood is the cinema industry of the state---.
- A) Karnataka B) Telengana
C) Kerala D) Tamil Nadu
104. Roland Barthes wrote the book:
- A) Mythologies B) The Name of the rose
C) Foucault’s Pendulum D) Numero Zero
105. MAMI is a -----.
- A) Theatre Festival B) Film Festival
C) Literature Festival D) Music Festival
106. The present Secretary General of United Nations:
- A) Antonio Gutteres B) Ban Ki Moon
C) Kurt Waldheim D) Kofi Annan
107. “Early Indians” is a book written by -----.
- A) Tony Joseph B) Josy Joseph
C) J. Gopikrishnan D) Vinod K Jose
108. Tarana Burke started the movement of:
- A) Oscars so White B) Me Too
C) Fake News D) No Ban No Wall
109. “Manufacturing Consent” was authored by Noam Chomsky and -----.
- A) Herbert Schiller B) Edward Herman
C) Edward Said D) Jodi Dean

110. Rookie is a -----.
- A) Trainee Journalist B) Veteran Journalist
C) Editor D) Publisher
111. The act of changing to different TV channels continuously using a remote is called
- A) Cluttering B) Jamming C) Grazing D) Hammering
112. Popular programme scheduled in between two new programmes is:
- A) Tentpoling B) Jamming C) Stacking D) Spotting
113. People who are reluctant to innovations with slow progress are:
- A) Late Adopters B) Agents
C) Laggards D) Barriers
114. A process of cultural transformation by the interaction between different cultures is called:
- A) Acculturation B) Symbiosis
C) Amalgamation D) Summit Culture
115. Ethos is associated with the idea of -----.
- A) Perception B) Persuasion C) Innovation D) Promotion
116. Assertion (A) – Radio is a cool medium.
Reason (R) – A cool medium engages several senses and ensures participation.
- A) A and R are true B) A is true, R is false
C) A is false, R is true D) A and R are false
117. ‘The Wealth of Nations’ was written by-----.
- A) Ricardo B) Keynes
C) Adam Smith D) Alfred Marshall
118. The concept of Narrowcasting was introduced by:
- A) Licklider B) Paul Rokech C) De Fleur D) Blumler
119. Selection of statistical methods without understanding what the method produces is known as-----.
- A) Law of the Instrument B) Instrument decay
C) Factor fusion D) Alpha error
120. DPA is the news agency of -----.
- A) Sweden B) Denmark C) Germany D) Switzerland
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