

1. Who advanced the concept of 'gate keeping' which later became a popular concept in communication studies?  
A) Wilbur Schramm                      B) David Manning White  
C) Kurt Levin                              D) Arthur C. Clarke
2. S M C R model was developed by  
A) Osgood                                  B) Jacobson  
C) Shannon                                 D) Berlo
3. Harold Lasswell who developed the verbal model of communication was a  
A) Political scientist                      B) Journalist  
C) Mathematician                         D) Psychologist
4. What is 'entropy' in information theory?  
A) A measure of uncertainty associated with a random variable  
B) Ways and means of reducing noise  
C) Message production process  
D) Amount of information that can be reliably transmitted through a communication channel
5. Immediate and reliable feedback is available in  
A) Group communication                 B) Mass communication  
C) Public communication                 D) Interpersonal communication
6. "All media exist to invest our lives with artificial perceptions and arbitrary values."  
Who said this?  
A) Mahatma Gandhi                      B) Marshall Mc Luhan  
C) Walter Lippman                         D) Winston Churchill
7. What is 'semantic noise' in communication?  
A) Technical barrier                        B) Psychological barrier  
C) Cultural barrier                         D) Language barrier
8. Style book is primarily used to ensure  
A) Objectivity                                B) Consistency  
C) Good coverage                         D) Accuracy
9. Complaints against unethical news coverage by Indian newspapers should be submitted to  
A) The Press Registrar  
B) The Press Council of India  
C) Indian Newspaper Association  
D) The Minister for Information and Broadcasting

10. Right to Information Act, 2005 ensures  
A) Access to any confidential information  
B) Right to gather and distribute information without any restrictions  
C) Access to information under the control of public authorities  
D) The individual's right to keep any information secret
11. In journalists' terminology 'morgue' is  
A) Newspaper library  
B) Obituary column  
C) Space between two columns  
D) Space reserved for late breaking stories
12. What is haptics?  
A) Study of eye contact  
B) Study of sense of touch  
C) Study of sense of smell  
D) Study of how people use and perceive physical space
13. The statistical test developed by R. A. Fisher is  
A) Sign test  
B) Z- test  
C) Anova  
D) Chi-square test
14. Who identified the evolutionary universals of development?  
A) Wilbur Schramm  
B) Talcott Parsons  
C) W. W. Rostow  
D) David Ricardo
15. The Office of the Registrar of Newspapers for India, popularly known as RNI came into being on  
A) 1<sup>st</sup> July 1956  
B) 1<sup>st</sup> January 1953  
C) 1<sup>st</sup> July 1950  
D) 1<sup>st</sup> January 1952
16. The nodal agency of the Central Government to disseminate information to the print and electronic media, on government policies, programme initiatives and achievements is  
A) The Press Trust of India  
B) The United News of India  
C) The Newspaper Society of India  
D) The Press Information Bureau
17. The abuse of electronic messaging system to send unsolicited messages indiscriminately is known as  
A) Spoof  
B) Spam  
C) Dirty copy  
D) Puffery
18. The newspaper published by Mahatma Gandhi when he was in South Africa was  
A) Harijan  
B) Young India  
C) Navajeevan  
D) Indian Opinion



29. 'Pica' is  
 A) 6 point type B) 10 point type  
 C) 12 point type D) 14 point bold type
30. Editor of 'Tehelka' is  
 A) Vinod Mehta B) Tarun Tejpal  
 C) K. S. Sachidananda Murthy D) Raj Chengappa
31. What is 'rule of thirds'?  
 A) An important guideline in shot composition  
 B) One of the important rules to be observed while lighting for a shoot  
 C) An important guideline in video editing  
 D) An important rule to be followed while preparing the shooting script
32. 'Mirat-ul-Akhbar' published by Raja Ram Mohan Roy was a newspaper in  
 A) Persian B) Hindi  
 C) Urdu D) Marati
33. CNN is the abbreviation for  
 A) Creative News Network B) Critical News Network  
 C) Cable News Network D) Cable Network News
34. The term 'Akashvani' was coined by  
 A) Jawaharlal Nehru B) Rabindranath Tagore  
 C) Prof. Gopaldaswamy D) R. R. Diwakar
35. First Indian talkie 'Alam Ara' was directed by  
 A) J. F. Madan B) Ardeshir Irani  
 C) Nataraja Mudaliar D) Dadasaheb Phalke
36. Who was the founder editor of Kerala Kaumudi?  
 A) K. Sukumaran B.A B) C. V. Kunhiraman  
 C) Kumaran Asan D) K. Balakrishnan
37. Hindi wing of PTI is called  
 A) PTI Bhasha B) UNIVARTA  
 C) Samachar Bharati D) Hindustan Samachar
38. What is the name of the development journalism periodical published by the Press Institute of India?  
 A) Vidura B) Depth News  
 C) Data India D) Grassroots
39. Who represented India in the International Commission for the study of communication problems, set up in 1977 under the chairmanship of Sean Mc Bride?  
 A) V. R. Krishna Iyer B) G. K. Reddy  
 C) Boobli George Verghese D) Dr. Karan Singh

40. Who among the following was not a member of the First Press Commission?  
 A) Chanchal Sarkar                      B) Dr. Zakir Hussain  
 C) M. Chalapathi Rau                      D) Acharya Narendra Dev
41. Which newspaper published the investigative report on Watergate Scandal?  
 A) The New York Times                      B) The Philadelphia Inquirer  
 C) The Washington Post                      D) The Wall Street Journal
42. The conceptual model of diffusion of innovation was developed by  
 A) Wilbur Schramm                      B) Everett M. Rogers  
 C) Denis Mc Quail                      D) Gabriel Tarde
43. W3C stands for  
 A) World Wide Web Consortium  
 B) World Wide Web Committee  
 C) World Wide Web Council  
 D) World Wide Web Collective
44. The theory of attitude change developed by Fritz Heider is called  
 A) Congruity Theory                      B) Cognitive Dissonance Theory  
 C) Expectancy value Theory                      D) Balance Theory
45. In 1987 CNN launched the first global news cast called  
 A) CNN World View                      B) CNN Global Scan  
 C) CNN Global Report                      D) CNN World Scan
46. What is the name of the distance education channel jointly initiated by the Ministry of Human Resource Development, IGNOU and Prasar Bharati?  
 A) Vyas                      B) Gyandarshan  
 C) Victers                      D) None of the above
47. Newseum – the world’s largest museum of news is located in  
 A) London                      B) New York  
 C) Paris                      D) Washington DC
48. Who owns ‘The Times’ now?  
 A) Ted Turner                      B) Lord Northcliffe  
 C) Hugh M Hefner                      D) Rupert Murdoch
49. The author of the book *Propaganda Technique in the World War* is  
 A) Harold Lasswell                      B) Melvin DeFleur  
 C) Harold Evans                      D) Carl Bernstein
50. Expansion of JPEG is  
 A) Joint Photographic Experts’ Group  
 B) Journalists’ and Photographers’ Expert Group  
 C) Journalists’ Photo Editing Grid  
 D) None of the above

51. Social Learning Theory was developed by  
 A) George Gerbner                      B) Albert Bandura  
 C) Leon Festinger                      D) Pavlov
52. EDUSAT was launched in  
 A) 2006                                      B) 2003  
 C) 2002                                      D) 2004
53. The word 'journalism' was derived from 'diurnalis' which is a  
 A) Latin word                              B) French word  
 C) Greek word                              D) German word
54. Communication with oneself is called  
 A) Interpersonal communication  
 B) Intrapersonal communication  
 C) Internal communication  
 D) Meta communication
55. In cross cultural communication, putting oneself in the recipient's shoes is termed  
 A) Sympathy                              B) Empathy  
 C) Apathy                                    D) Pity
56. Receivers in the communication process project their interests and expectations as they decode the messages. This is called  
 A) Communication apprehension  
 B) Filtering  
 C) Selective perception  
 D) Selective retention
57. Which of the following is not a barrier to effective communication?  
 A) Defensiveness                      B) Filtering  
 C) Selective perception              D) Feedback
58. Rumours would most likely flourish in a situation where there is  
 A) Strong leadership                    B) Mutual trust  
 C) Anxiety and ambiguity              D) An important issue
59. In the Johari Window model, what happens to the 'unknown' quadrant when one learns and self-discloses?  
 A) Shrinks                                    B) Grows  
 C) Fluctuates                              D) Remains unaffected
60. Asking the meaning of a statement is an example of  
 A) Verbal aggressiveness              B) Rejection  
 C) Meta communication                D) Insensitivity
61. Scale for measuring colour temperature of light is  
 A) Kelvin                                    B) Lux  
 C) Lumen                                    D) Foot-candle

62. Lights used in the *lighting triangle* are  
 A) Key light, fill light and side light  
 B) Key light, fill light and back light  
 C) Key light, fill light and background light  
 D) Key light, fill light and kicker light
63. Inked image is transferred from a plate to a rubber blanket and from the rubber blanket to the paper in  
 A) Letterpress printing                      B) Offset printing  
 C) Gravure printing                          D) Digital printing
64. 'Yellow Kid' was a cartoon character created by  
 A) Richard F. Outcault                      B) Charles Adams  
 C) Richard Decker                          D) Sam Gross
65. External Service of All India Radio was started in  
 A) 1957                      B) 1947                      C) 1939                      D) 1950
66. The issue of autonomy for Doordarshan and AIR was seriously addressed first by  
 A) Joshi Committee                      B) Verghese Committee  
 C) Chanda Committee                      D) Sen Gupta Committee
67. 'The Common man', the famous cartoon character was created by  
 A) Mario Miranda                      B) Bal Thackeray  
 C) O. V. Vijayan                      D) R. K. Laxman
68. AOL stands for  
 A) American Online Library                      B) American Online  
 C) American Online Licence                      D) American Online Link
69. Who directed the famous film 'Ikuru' ?  
 A) Akira Kurosawa                      B) Alfred Hitchcock  
 C) Shyam Benegal                      D) Satyajit Ray
70. The national association of PR practitioners in India is  
 A) IPRS                      B) PRSI                      C) SPRI                      D) APRI
71. Television programme 'Devil's Advocate' is presented by  
 A) Sardeep Desai                      B) Suhasini Haider  
 C) Tim Sebastian                      D) Karan Thapar
72. Who invented World Wide Web?  
 A) Bill Gates                      B) Tim Berners- Lee  
 C) Richard Stallman                      D) David Brooklyn
73. What is dyadic communication?  
 A) Communication within the family  
 B) Communication among people belonging to the same socio-cultural group  
 C) Direct communication between two people  
 D) Organisational communication

74. Communication is dynamic and  
 A) Irreversible                      B) Unrecognizable  
 C) Distinct                              D) Reversible
75. A free press is essential to any democratic political system because  
 A) People like to read  
 B) Politicians need to communicate their views freely  
 C) Having an informed citizenry is one way to protect democracy  
 D) Free press guarantees stability of the political system
76. The book '*Four Theories of the Press*' originally published in 1956, is authored by  
 A) Siebert, Peterson and Schramm  
 B) Siebert, Peterson and Rogers  
 C) Peterson, Schramm and Rogers  
 D) Siebert, Schramm and Rogers
77. Video editing that requires the prior laying of a control track on the edit Master tape is called  
 A) AB – roll editing                      B) Insert editing  
 C) Assemble editing                      D) Linear editing
78. *Pan* is used to  
 A) Build suspense                      B) Join separate scenes  
 C) Localize attention                      D) Show spatial relationship
79. Aspect ratio of HDTV is  
 A) 20 : 9                      B) 16 : 9                      C) 4 : 3                      D) 5 : 3
80. Research used to determine the most effective way of structuring a message to achieve the desired results is known as  
 A) Cohort analysis                      B) Cross validation  
 C) Replication                              D) Copy testing
81. 'Swaminomics' is a popular weekly column in  
 A) The Hindu                              B) The Times of India  
 C) The Economic times                      D) Hindustan Times
82. Who is the author of the book 'Blood Brothers' ?  
 A) Kushwant Singh                      B) Chetan Bhagat  
 C) M. J. Akbar                              D) Vir Sanghvi
83. Radio Mirchi, the nationwide network of private FM radio stations is owned by  
 A) Malayala Manorama Group      B) Indian Express Group  
 C) India Today group                      D) The Times Group
84. The understanding of media effects until mid 1940s was primarily based on  
 A) Stimulus-response perspective  
 B) Individual differences perspective  
 C) Social relations perspective  
 D) Interpersonal influence perspective

85. White light (Sun light) can be separated into three primary colours. What are they?  
 A) Red, green, yellow                      B) Red, green, blue  
 C) Green, blue, magenta                    D) Red, blue, yellow
86. An establishing shot is  
 A) Either a long shot or an extreme long shot  
 B) A medium shot  
 C) A high angle shot  
 D) A close up or an extreme close up
87. Which one of the following is not true  
 A) Any abrupt transition between shots that violates the established continuity is called a jump cut  
 B) Juxtaposition of two seemingly unrelated shots to generate a new meaning is called dialectical montage  
 C) The smaller the f-stop number, the smaller the aperture  
 D) Pick up pattern in which the microphone can pick up sounds equally well from all directions is omnidirectional
88. Besides advertising there are four other ingredients of marketing mix. Which of the following sets identifies them correctly?  
 A) Product, price, personal selling, distribution network  
 B) Product, price, PR, distribution network  
 C) Promotion, price, PR, distribution network  
 D) Customer orientation, product, PR, distribution network
89. The theory of cognitive dissonance is helpful in understanding the  
 A) Nature of active audience  
 B) Flow of communication  
 C) Complex nature of noise in communication  
 D) Role of evidence in communication
90. Type II error is also known as  
 A) Alpha error                                      B) Normal error  
 C) Standard error                                D) Beta error
91. A word or two, given on the upper left corner of the News agency copy, indicating what the story is about is called?  
 A) Slug    B) Take  
 C) Trigger    D) First lead
92. What is the unit count of the headline given below if the space between words is counted as 1 unit?  
**Four killed in mine blast**  
 A) 24 counts                                      B)  $22\frac{1}{2}$  counts  
 C) 20 counts                                      D)  $23\frac{1}{2}$  counts

93. '*Communication and Development: A Study of Two Villages*' was authored by  
 A) J. V. Vilanilam                      B) Srinivas Melkote  
 C) M. N. Srinivas                      D) Y. V. L. Rao
94. Who proposed that every cultural phenomenon can be studied as communication?  
 A) Charles Sanders Pierce              B) Umberto Eco  
 C) Ferdinand de Saussure              D) Roland Barthes
95. The 'Spiral of Silence' theory was put forward by  
 A) Noelle – Neumann                  B) John Galtung  
 C) Frank F. X. Dance                  D) McLean
96. Who coined the expression 'Global Village'?  
 A) Bernard Berelson                  B) Kofi Annan  
 C) Marshall McLuhan                  D) Franklin D. Roosevelt
97. A few years before launching Malayala Manorama, Kandathil Varghese Mappilla was the editor of  
 A) Kerala Pathrika                      B) Keralamithran  
 C) Kerala Sanchari                      D) Mithavadi
98. A reporter's regular run or task is called  
 A) Beat                                      B) Scoop  
 C) Assignment                              D) Haunt
99. A type of journalism in which language of fiction is used to report a story is called  
 A) New journalism                      B) Precision journalism  
 C) Investigative journalism              D) Parachute journalism
100. Prabhu Chawla is the editor of  
 A) Frontline                                B) Outlook  
 C) India Today                              D) The Week
101. A headline placed above the name plate of the newspaper is called  
 A) Kicker                                    B) Banner  
 C) Skyline                                  D) Topline
102. National Public Relations Day is celebrated in India on  
 A) April 21              B) April 30              C) May 1              D) May 21
103. In India the first effort to start a newspaper was made by  
 A) James Augustus Hickey              B) James Silk Buckingham  
 C) William Bolts                          D) Annie Basant
104. A complete set of type of one size and face is called  
 A) Font                      B) Ligature              C) Family              D) Race
105. Robert Knight was the founder editor of  
 A) The Pioneer                              B) The Times of India  
 C) The Statesman                              D) The Tribune

106. Communication through an informal structure is called  
 A) Gossip B) Grapevine  
 C) Rumour D) Hearsay
107. The first television serial (soap opera) in India was  
 A) Nukkad B) Ramayan  
 C) Humlog D) Buniyad
108. A broadsheet-quality newspaper printed in a tabloid format is called  
 A) A Berliner B) A compact  
 C) A midi D) Sober tabloid
109. Who was the music director of 'Pather Panchali'?  
 A) Ustad Vilayat Khan  
 B) Satyajit Ray  
 C) Ustad Bade Ghulam Ali Khan  
 D) Pandit Ravi Shankar
110. Study of the use of time in nonverbal communication is known as  
 A) Proxemics B) Kinesics  
 C) Chronemics D) Oculesics
111. Hamdard Dawakhana V. Union of India case is related to  
 A) The Cinematograph Act, 1952  
 B) Cable Television Networks (Regulation) Act, 1955  
 C) Press Council Act, 1978  
 D) Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954
112. BBC was founded in  
 A) 1912 B) 1922 C) 1942 D) 1945
113. In the field of advertising, the word 'account' means  
 A) A detailed report on a product or service prepared by the creative team  
 B) Information provided to the copy writer  
 C) A client  
 D) Ad campaign strategy
114. In mass communication studies, 'magic multiplier' refers to  
 A) The channel of friends and relatives  
 B) Communication tools used by the governments  
 C) Mass media  
 D) Opinion leaders
115. SECAM is an analog colour television system first used in  
 A) Germany B) USA  
 C) France D) Japan

