1.	Which Article of the Indian Constitution ensures freedom of speech and expression?		
	A) Article 3 (19) B) Article 14 C) Article 17 (2) a D) Article 19 (1) a		
2.	Which of the following is an example of delayed feedback?		
	A)Class room clarificationsB)Letters to the EditorC)Phone-in programmeD)Panel discussion		
3.	Identify the one with which the word 'banner' is associated		
	A) Body copy B) Slug		
	C) Headline D) Intro		
4.	SEO means		
	 A) Search Engine Organization B) Site Engineering Organization C) Search Engine Optimization D) Site Efficiency Engineering 		
	C) Search Englie Optimization D) Site Enferency Engineering		
5.	The camera angle which shows the subject from below, giving the impression of being more powerful or dominant.		
	A)Low angleB)High angleC)Eye levelD)None of the above		
	C)Eye levelD)None of the above		
6.	A line of type at the bottom of a column which directs the reader to somewhere else in the paper where the story is completed, allowing more space for stories to begin on the front page		
	A)Clue lineB)Jump line		
	C) Imprint line D) Top line		
7.	Communication between the equals		
,.	A) Temporal communication B) Intrapersonal communication		
	C) Terminal communication D) Lateral communication		
8.	Which one of the following is manipulated in experimental research?		
	A) In the head variable B) Intervening variable		
	C) Independent variable D) Dependent variable		
9.	The statistical combination of the findings of many studies on a specific topic for the purpose of determining an overall consensus in a particular research area.		
	A) Experimental study B) Meta analysis		
	C) Content analysis D) Transaction analysis		
10.	Senior journalists in a newspaper are called		
	A) Lions B) Paparazzi		
	C) Back bench D) King makers		

- 11. The five 'F's of Public Relations are
 - Fast, factual, frank, fair, friendly A)
 - Fast, factual, frank, fair, forward B)
 - Fast, funny, frank, fair, forward C)
 - Fast, first frank, fair, friendly D)
- 12. MGREGA aims at:
 - Enhancing the livelihood security of people in rural areas A)
 - Making rural women being able and willing to take part in decisions B) concerning their own lives
 - Motivating environmental conservation at village level C)
 - Conserving biodiversity in rural areas D)
- 13. The measurement of broadsheet format is
 - 13 x 23 inches 20x23 inches A) B)
 - C) 18x23 inches D) 10x23 inches
- 14. In legal terminology, disobedience of judicial decrees, orders and the like is called
 - Civil contempt Criminal contempt B) A)
 - C) Breach of privilege D) Encroachment

15. What is 'deep throat'?

- Journalist's parlance for anonymous sources A)
- B) Journalist's parlance for in-depth coverage
- Journalist's parlance for investigative reporting C)
- Journalist's parlance for sting operation D)

16. Tarun Tejpal is the Editor- in-Chief of:

- Outlook A) B) **Open Magazine**
- C) Tehelka India Today D)
- 17. Basic guidelines, agreed to by most countries and international organizations, on eight specific goals to be achieved by 2015 in order to address the needs of the poorest of the world are known as
 - Vision 2015 A)
 - B) Global Vision 2015
 - Millennium Development Goals C)
 - D) Millennium Development Guidelines

18. Who are the authors of the Four Theories of the Press?

- Siebert, Peterson and Schramm A)
- B) Scharmm and Jay G. Blumler
- Klapper and Denis McOuail C)
- Schramm and McLuhan D)
- 19. IRC means

C)

Internet Relay Chat A) Internet Response Cell

- B) Internet Repository Collective
- Internet Regulatory Council D)

- 20. CIDA means
 - A) Central Indian Development Agency
 - B) Canadian International Development Agency
 - C) Canadian Integrated Development Agency
 - D) Centrally Integrated Development Agency
- 21. FANA is the abbreviation of
 - A) Federation of Australian News Agencies
 - B) Federation of Arab News Agencies
 - C) Federation of American News Agencies
 - D) Federation of Argentinean News Agencies
- 22. Communication with personnel or members of a company or organization.
 - A) External communication B) Phatic communication
 - C) Non-verbal communication D) Internal communication
- 23. A bipolar scale with adjectives (that are opposite in meaning) placed at each end of the scale items is known as
 - A) Guttman scale B) Likert scale
 - C) Likert–like scale D) Semantic differential scale
- 24. The Editor-in-Chief of ibn18 Network is
 - A) Karan Thapar B) Prannoy Roy
 - C) Rajdeep Sardesai D) Barkha Dutt

25. Congruence theory was developed by

- A) Leon Festinger
- B) Fritz Heider
- C) Everett M. Roger
- D) Charles Osgood and Percy Tannenbaum

26. The Right to Information Act (RTI Act) was passed in the year

- A) 2007 B) 2008
- C) 2005 D) 2006

27. Who authored the *Wealth of Nations*?

- A) Adam Smith B) Karl Marx
- C) Arnold Toynbee D) Noam Chomsky

28. Who was the first editor of the *Madhyamam* daily?

- A) C Radhakrishnan B) K A Kodungalloor
- C) P K Balakrishnan D) Sukumar Azhikode

29. Whose model best explains the premise that communication has no beginning and no end?

- A)LasswellB)Frank E. X. Dance
- C) David M Berlo D) Wendell Johnson

30. From where did Jawaharlal Nehru first publish National Herald?

- A) Lucknow B) Kanpur
- C) Calcutta D) New Delhi

31. If you toss three coins, what is the probability of the three coins showing heads? 6/8 B) 1/8A) C) 2/6D) 3/9 32. The organization of publishers, advertising agencies and advertisers for verifying the circulation statements of member publications. A) INS B) PII C) ABC D) **IPRS** 33. A form of news that focuses on real life, on events that impacts directly on the listener or reader

- A) Soft news B) Hard news
- C) Paid news D) Feature
- 34. Any advertising message that calls for a prompt response to purchase a product or request more information.
 - A) Mail-Order Ad B) Transit Ad
 - C) Direct Response Ad D) Point of Purchase Ad

35. Who was the first scholar to define 'mass' by contrasting it with group, crowd and public?

A)	Elizabeth Noelle-Neumann	B)	M.L. DeFleur
C)	Hamid Mowlana	D)	Herbert Blumer

36. The process of editing photos by trimming off unwanted parts

A)	Chunking	B)	Correcting
			·

ropping
ľ

- 37. PRSI was established in
 - A)1988B)1968C)1978D)1958

38. The writer's name, usually at the head of the story.

- A) Cutline B) Byline
 - C) Imprint line D) Name line
- 39. A distribution is said to be negatively skewed
 - A) If it has a much longer tail on the left than the right
 - B) If it has a much longer tail on the right than the left
 - C) If it has two identical tails on the left and the right
 - D) None of the above three choices

- 40. An embargoed story is
 - A) One the media does not use until an agreed upon or specified time
 - B) One reporter has obtained to the exclusion of the competition
 - C) One issued by the Government organization
 - D) One issued by the Embassy

41. Crystallizing Public Opinion is written by

- A) Edward Bernays B) Ivy Lee
- C) Noam Choamsky D) Robert Hayden
- 42. Who is the current President of the World Association of Newspapers and News Publishers?
 - A) N Ram B) Vinod Mehta
 - C) Jacob Mathew D) None of the above

43. A Standard Deviation of a frequency distribution shows

- A) The central tendency of scores
- B) The correlation between scores
- C) Variability between scores
- D) None of the above

44. Resul Pookutty won the Academy Award for

- A) Background music B) Rerecording
- C) Sound mixing D) Dubbing

45. Dependency model of communication was developed by

- A) Ball-Rokeach and Melvin DeFleur
- B) Wilbur Schramm
- C) McLeod and Chaffee
- D) Galtung and Ruge

46. A periodical published by a business organization for its employees or clients

- A) Release B) House journal
 - C) Media kit D) Handout

47. A term used for print advertising that extends all the way to the edge of the page with no margin.

- A) Bleed B) Agate Line
 - C) Billboard D) Gutter

48. The area or subject field assigned to a reporter.

- A) Beat B) Bureau
- C) Column D) Dateline

49. Which of the following is not a random sampling method?

- A) Quota sampling B) Systematic sampling
- C) Stratified sampling D) Cluster sampling

- 50. Publicity release, especially when it is widely distributed rather than given as an exclusive is called.
 - A) Handout B) Position paper
 - C) White paper D) Technical report

51. In which type of studies, a sample size as small as 35 is considered as adequate?

- Census B) Longitudinal surveys
- C) One-time surveys D) Experimental studies

52. In which type of a curve, the mean, mode and median coincide?

A) Bimodal curve

A)

- B) Positively skewed distribution
- C) Negatively skewed distribution
- D) Normal curve

53. In PR terminology, informal word-of-mouth process of disseminating information or rumours is

- A) Hearsay B) Tittle-tattle
- C) Grapevine D) Mouthpiece

54. Which of the following is not a browser?

- A) Internet Explorer B) Google Chrome
- C) Mozilla Firefox D) Adobe

55. In the following, identify the measure of central tendency.

- A) Standard deviation B) Median
- C) Mean deviation D) Range
- 56. The body that directly handles display and classified advertisements of the Government of India
 - A) Directorate of Field Publicity
 - B) Prasarbharati

C)

- C) Directorate of Advertising and Visual Publicity
- D) Press and Information Bureau

57. The upper corners of page one of a newspaper

- A) Eyes B) Ears
- C) Hands D) Faces

58. A theory in mass communication that attempts to explain the origin of the public's perception of the relative importance of various current issues.

- A) Magic bullet theory B) Spiral of silence theory
 - Agenda setting theory D) Cultivation theory

- 59. A persuasive technique that urges the audience to accept a certain position or engage in a particular behavior because 'everyone is doing it'.
 - A) Name calling B) Card stacking
 - C) Band wagon D) Testimonial
- 60. What is Golden Pen of Freedom?
 - A) Freedom of speech and expression ensured for the Press
 - B) An annual award instituted by the World Association of Newspapers
 - C) A statue built in memory of journalists killed in wars
 - D) A book written by famous journalist Joseph Pulitzer
- 61. Who authored the book *The Stages of Economic Growth: A Non-Communist Manifesto*?
 - A) Milton Friedman B) Adam Smith
 - C) Irving Fisher D) W.W. Rostow
- 62. BDI (Brand Development Index) means
 - A) A measure of the strength of a brand's sales in a particular geographic area indexed to the national sales average.
 - B) A measurement of a brand's sales potential using sales of all brands within a category in a specific market indexed to national sales average.
 - C) The cost to reach one percent of the universe, households or individuals, in a given market or geographic area.
 - D) The cost to reach 1,000 units of audience, households or individuals, for advertising. Used as a measure of efficiency among media and media schedules.

63. The Press Council Act was passed in

A)	1988	B)	1977
C)	1978	D)	1985

64. The degree of similarity between individuals

A)	Heterophily	B)	Homophily

C) Synchrophily D) Unophily

65. Who was the founder editor of Kerala Kaumudi

- A) K. Sukumaran B.A B) M.T. Vasudevan Nair
- C) P.K. Balakrishnan D) K.P.Kesava Menon

66. The study of the way people approach others or keep their distance from others

- A) Kinesics B) Proxemics
- C) Chronemics D) Ocullesics
- 67. Who is the inventor of 'www.'?
 - A) Tim Berners-Lee B) Bill Gates
 - C) Stallman D) Charles Babbage

68.	Social learnin	g theory was	proposed by
00.			proposed of

- A) Albert Bandura B) Wesley and MacLean
- C) McCombs D)

D) Pavlov

Obit

- 69. A newspaper library is called
 - A) Morgue B)
 - C) NIB D) Stack room
- 70. What is lip-sync?
 - A) Synchronization between actor and director
 - B) Synchronization between music director and playback singer
 - C) Synchronization between visuals and the scrolling text
 - D) Synchronization between mouth movement and the words on the film sound track

71. Piece of film that is not actually used in the completed version

- A) Out-take B) Off-take C) Take D) Intake
- 72. QuarkExpress is a

A)

- A) Video editing programme B) News tracking programme
- C) Audio editing programme D) Desktop publishing programme
- 73.
 What is the mode in the following set of scores: 60,50,50,50,25,25,30,20,12,10.

 A)
 10
 B)
 25
 C)
 50
 D)
 60
- 74. A piece of information that a source does not want to be included in a news story A) On the record B) Quote C) Off the record D) Scoop
- 75. In the context of questionnaires, what are open-ended questions?
 - A) Questions which carry dichotomous answers of 'yes' or 'no'
 - B) Questions which carry several possible answers to chose from
 - C) Questions where answers are in the form of a scale
 - D) Questions without any presupposed answers. The respondents are free to write their answers

76. What is the importance of 1927 in the history of Indian media?

- A) Beginning of sound broadcasting
- B) Beginning of news syndication
- C) Announcement of the First Press Commission
- D) Establishment of the Prasarbharati
- 77. Short interviews where several members of the public are stopped at random and asked questions to gauge approximate public opinion about an issue
 - A) Citizen sound B) Vox pop
 - C) Mass interview D) Walk-in interview
- 78. An advertisement written in the style of a news item or feature is called
 - Advertorial B) Infomercial
 - C) Infotainment D) News ad

- 79. Ream is a
 - A) Package containing 480 to 516 sheets of printing paper
 - B) Package containing 600 to 700 sheets of printing paper
 - C) Package containing 580 to 616 sheets of printing paper
 - D) Package containing 1200 sheets of printing paper

80. Who directed the film *Gulabi Talkies*?

- A) Girish Kasaravalli B) Satyajit Ray
- C) Mani Ratnam D) P A Backer

81. The famous American action-comedy film *True Lies* is directed by

- A) James Cameron B) George Abbot
- C) Richard Brooks D) Stephen Spielberg

82. The first Chairman of the Press Council of India

- A) Prof. M G K Menon B) L K Deshpande
- C) Justice J R Mudholkar D) M.V.Kamath

83. Which of the following is a news writing style?

- A) Mummy B) Phoenix
- C) Pyramid D) Hourglass

84. *The Pioneer*'s special correspondent who exposed 2G spectrum scam

- A) Venkitesh Ramakrishnan B) T R Gopalakrishnan
- C) Anand Parthasarathy D) J. Gopikrishnan

85. A type of journalism in which journalists openly and intentionally take sides on issues and express their opinions in reporting.

- A) Investigative journalism B) Advocacy journalism
- C) Yellow journalism D) Cheque book journalism

86. Who was the chairman of the First Press Commission?

- A) Justice G.S. Rajyadhyaksha B) Dr. Radhakrishnan
- C) Dr. Zakir Husain D) Dr. V.K.R.V. Rao

87. Georges Melies, who revolutionized the cinema from being a photoplay to a mass medium was

A) Hungarian B) Italian C) French D) American

88. A process in film making by which one picture fades out and the following scene fades in on top of it.

A) Dissolve B) Montage C) Jump cut D) Panning

89. India's first multilingual news agency was

- A) PTI Varta B) Hindustan Samachar
- C) UNIVARTA D) PNB Hindi

- 90. Who is the author of *The Passing of Traditional Society: Modernizing the Middle East*?
 - A) Everett M. Rogers B) Peter Golding
 - C) Daniel Lerner D) Neeraj Kushal

91. Free Press of India (FPI) was established by

- A) Kuldip Nayar B) S.Sadanand
- C) Dr. B C Roy D) S S Apte

92. An electronic recording device used to measure individual TV viewing habits

- A) Viewing meter B) Rating meter
- C) People meter D) Mass meter

93. What is Intelsat?

- A) A satellite launched by international community
- B) An Indian telecommunication satellite
- C) An organization formed to control and promote work in global communications by means of satellites
- D) None of the above

94. Who proposed the 'Play Theory of Mass Communication'?

- A) Elizabeth G Andersch B) William Stephenson
- C) Lorin C Staats D) Denis McQuail

95. Gramophone was invented by

- A) Isaac Newton B) Marconi
- C) Alfred Nobel D) Thomas Alva Edison

96. The smallest unit in the sound system of a language

- A) Phoneme B) Word
- C) Letter D) Prepositions

97. The Indian news agency set up by K.C. Roy was

- A) Press News Bureau B) Press Trust of India
- C) United News of India D) United Press of India

98. Lionel Fielden is an important figure in the history of Indian

- A) Newspapers B) Radio broadcasting
- C) Television D) Satellite communication

99. NABARD stands for:

- A) National Bank for Asian Rural Development
- B) National Bank for Area wise Rural Development
- C) National Bank for Agriculture and Regional Development
- D) National Bank for Agriculture and Rural Development

100. Hot media and cold media are two terms coined by

- A) Marshal McLuhan B) Wilbur Schramm
 - C) Rupert Murdoch D) **B** G Varghese
- 101. Kuleshov effect is associated with
 - Cinema B) Radio A)
 - C) Newspaper The Internet D)
- 102. An undertaking of ethical behaviour by members of the International Public Relations Association is
 - The Code of Athens A) B) The Code of Italy
 - C) The Code of Indiana D) The Code of America
- 103. *Elipathayam* is a film directed by
 - Aravindan B) Adoor Gopalakrishnan A)
 - C) John Abraham D) K G George
- 104. MacBride Commission Report was published under the title
 - Many Voices, One World A)
 - New World Information and Communication Order B)
 - **Global Communication Report** C)
 - D) The Brave New World
- Expansion of ViCTERS is 105.
 - A) Virtual Communication Technology on Edusat for Regional Schools
 - B) Virtual Communication Technology for Educating Rural Students
 - Virtual Class Technology on Edusat for Rural Schools C)
 - D) Virtual Communication Technology for Educating Regional Students
- Which one of the following is not a characteristic of the 'new media'? 106.
 - Digitization A)
 - Convergence of different media B)
 - C) Blurring of the 'media institution'
 - D) Increased social control
- 107. A defamatory statement made verbally is known as
 - Contempt B) Slander A) C)
 - Libel D) Backbiting
- 108. Educational Multimedia Research Centre is a subsidiary of
 - National Council of Educational Research and Training A)
 - B) Central Board of School Education

An American film

- **Consortium for Educational Communication** C)
- D) Indira Gandhi National Open University
- 109. Slumdog Millionaire is

A) C)

- B) A British film
- An Australian film D) An Indian film

- 110. Radio Mirchi, is owned by
 - A) Entertainment Network (India) Limited
 - B) The Indian Express Group
 - C) CNN-IBN
 - D) Reliance Communications

111. Which among the following is not Mahatma Gandhi's publication?

- A) Young India B) Indian Opinion
- C) The Harijan D) Kesari

112. What is spectrum in telecommunication?

- A) Broadcast originating away from station control room
- B) Range of frequencies available to broadcasters
- C) Measurement of the total available audience
- D) License to reproduce the recorded sound

113. Chronological record of a station's program and commercials' exact air times.

A)	Report Chart	B)	Log
C)	Rundown	D)	Day Chart

114. Music commercial or promo

A)	Jingle	B)	Jargon
C)	Jazz	D)	Tinkle

115. A communication model developed by David Berlo

A)	SMCR Model	B)	Mathematical Model
C)	Helical Model	D)	Gatekeeping Model

116. A stimulus which increases the strength, frequency or likelihood of a response.

- A) Mnemonics B) Reinforcement
 - C) Reference D) Redundancy

117. Raja Ram Mohan Roy's Mirat-ul-Akbar was published in:

- A)PersianB)UrduC)ArabicD)Hindi
- C) Alabic D) Hillio

118. Sound used between program elements A) Link B) Connector

C) Viaduct D) Bridge

119. Basic programming code used for the design and display of web pages

- A) TCP B) IP
- C) HTTP D) HTML

120. Who is the author of the column 'The Sexes' ?

- A) Praful Bidwai B) M.J.Akbar
 - C) Sobhaa De D) Sevanti Ninan

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