1.	Which A) C)	of the following should be su Interview transcripts Song lyrics	bjected B) D)	to a textual content analysis? Newspaper articles All of these
2.	A con called	dition or characteristic that of	can tak	e on different values or categories is
	A)	Constant	B)	Variable
	C)	Cause-and-effect relationship) D)	Descriptive relationship
3.				nanipulates the independent variable
	A)	Casual-comparative	B)	Ethnography
	C)	Experimental	D)	Correlational
4.	The re plan?	esearch participants are describ	oed in de	etail in which section of the research
	A)	Introduction	B)	Method
	C)	Data analysis	D)	Discussion
5.	Which	of the following would gener	ally req	uire the largest sample size?
	A)	Cluster sampling	B)	Simple random sampling
	C)	Systematic sampling	D)	Proportional stratified sampling
6.			-	r population according to certain rules.
	A)	Sample	B)	Population
	C)	Element	D)	Statistic
7.				earch that involves selecting cases that d generalizations is referred to as
	A)	Extreme case sampling	B)	Typical-case sampling
	C)	Critical-case-sampling	D)	Negative-case-sampling
8.		ecommended to use the who ation size is	le popu	lation rather than a sample when the
	A)	500 or less	B)	100 or less
	C)	1000 or less	D)	You should always use a sample
9.	The p	cocess of drawing a sample fro	m a poj	pulation is known as
	A)	Random sampling	B)	Census
	C)	Sampling	D)	Cluster sampling
10.	Nine y	vear old children are taller than	n 7 year	old ones. It is an example of
	A)	Vertical studies	B)	Cross-sectional studies
	C)	Case studies	D)	Experimental studies

- 11. Field study is related to ------
 - A) Real life situations
- B) Experimental situations
- C) Laboratory situations D)
- D) None of these
- 12. 'Uses and Gratification Theory' was propounded by
 - A) Katz B) Abraham Maslow
 - C) Thomas Hobbes D) Klapper
- 13. 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 analysis
 - C) Social construction of reality theory
 - D) Dependency theory
- 14. A motoring journalist, writing about a new car, is an example of an:
 - A) Opinion leader B) Opinion former
 - C) Opinion follower D) None of these
- 15. Stimulus response theory is otherwise known as
 - A) Social responsibility theory B) Dependency theory
 - C) Magic bullet theory D) Uses and gratification theory
- 16. Festinger formulated the ------ theories that talked about people's need for consistency in their beliefs and judgments
 - A) Media dependency B) Agenda setting
 - C) Stalagmite D) Consistency
- 17. Social learning theory was formulated by
 - A) Albert Bandura B) Baran and Davis
 - C) Klapper D) Berelson
- 18. The idea that people learn through observation is
 - A) Dissonance theory B) Cultural theory
 - C) Social cognitive theory D) Symbolic interactionism
- 19. 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
- 20. A person's aggression is inhibited because someone in a television show has been punished for aggressive behavior. This is
 - A) Environmental incentives B) Catharsis
 - C) Vicarious reinforcement D) Aggressive cues

- 21. The idea that watching violence in the media reduces people's innate aggressive drive is
 - A) Catharsis B) Stimulation model
 - C) Aggressive cues D) All of these
- 22. Which theory states that the effect of mass communication is neither escapism nor seducing the masses? Rather it is seen as anti-anxiety producing, and is regarded as communication-pleasure.
 - A) Meaning theory B) Play theory
 - C) Cultivation theory D) None of these
- 23. ----- theory states that the media publicizes opinions that are mainstream and people adjust their opinions according to their perceptions to avoid being isolated. Development communication
 - Spiral of silence A) B) Cultivation
 - Hypodermic needle C) D)
- Spiral of silence theory was propounded by 24.
 - Rubin and Bantz Elisabeth Noelle-Neumann A) B)
 - C) DeFluer D) Wilbur Schramm

25. "The messages conveyed by the media are invariably mediated by opinion leaders of different groups. Ideas seem to flow from radio and print to opinion leaders". Who proposed this theory of two-step flow?

- Donald Shaw A)
- Wilbur Schramm B)
- C) Elihu Katz & Paul Lazarsfeld
- D) Elisabeth Noelle-Newmann
- 26. The provisions of Article 19 of the Indian Constitution could be suspended during emergencies, according to Article ----- of the Constitution.
 - B) 357 358 D) 359 A) 356 C)
- 27. Areopagatica, a pamphlet supporting the freedom of expression was written by the famous English poet -----.

A)	John Keats	B)	John Milton
C)	P. B. Shelley	D)	S. T. Coleridge

28.	Dyad	refers to a	a sociologica	l unit of				
	A)	5	B)	2	C)	10	D)	4

- 29. HTML was developed by
 - Vannevar Bush Tim Berners–Lee A) B)
 - Ted Nelson David Sheddon C) D)
- 30. Gyan Darshan is an exclusive ------ TV channel.
 - Agricultural A) B) Music
 - C) Religious D) Educational

31.	is the electronic process of	of giving	each frame of video	its own numerical
	identification. A) Time code B) Trai	iler	C) Timeline	D) Tracker
32.	Bicycle Thieves is considered as a	/an		
	A) French new wave film	B)		
	C) Italian neorealist film	D)	American undergro	ound film
33.	Who among the following journal	-		?
	A) N. Ram	B)	P. Sainath	
	C) Anita Pratap	D)	K. M. Mathew	
34.	Satyajit Ray's <i>Pather Panchali</i> (was voted "the best human docum			st neo-realist film,
	A) Cannes Film Festival	,	Montreal Film Fest	
	C) Venice Film Festival	D)	Berlin Film Festiva	1
35.	Which international agency supp broadcasting in India in 1959 in N			ilot project of TV
	A) UNESCO	B)	UNICEF	
	C) Ford Foundation	D)	Thomson Foundation	on
36.	Interactivity expands the horizon communication. Which model of	communi	cation emphasizes th	
	A) Agenda setting	B)	Helical spiral	
	C) Two-step flow	D)	Multi-step flow	
37.	A receiver failing to understand the of noise.	he meani	ng of words in a mess	sage is an example
	A) linguistic	B)	word	
	C) semantic	D)	fog	
38.	Which one among the followin learning?	ig is a j	osychological barrier	to listening and
	A) Vocabulary	B)	Jargon	
	C) Unusual phrase	D)	Enforced attendance	e
39.	The mass media audience is			
	A) Anonymous	B)	Collective crowd	
	C) Heterogeneous	D)	Homogeneous	
40.	Proxemics relates to			
	A) Distance in communicatio	,	Personal communic	
	C) Body language	D)	Posture and gesture	
41.	Kinesics is the study of	-		
	A) Intimate relationship	B)	Body movements	
	C) Clothing	D)	Facial behaviour	

- Knocking knees and facial expressions like angry stares, wide eyes are called 42.
 - Illustrators A)

C)

- Body manipulators B)
- Virtual verbal messages Affect displays D)

43. Clarity, completeness, coherence, conciseness, credibility, correctness and -----are the 7 Cs of communication.

- A) Crisis B) Character
- Combination C) D) Continuity
- 44. What is treatment?
 - Synopsis of a film A)
 - A proposal for the production of a film B)
 - A short written outline of a film specifying how the story is to be told C)
 - D) Summary of the story
- 45. Steadicam is
 - A) A device on which camera is mounted
 - B) A camera fitted to the body of a person who shoots
 - A device fitted to a camera for flexible shots C)
 - A camera fitted in a vehicle for steady shots D)
- 46. Which one of the following is a motion picture experiment done by Eadweard Muybridge?
 - A) A fireman extinguishing fire
 - Workers leaving a factory B)
 - C) The sneeze of a lab assistant
 - D) The galloping of a horse
- 47. ------ was the first film maker who introduced parallel action editing (cross-cut) in feature film to heighten the anxiety of the audience.
 - Cecil Hepworth B) D. W. Griffith A)
 - C) Mack Sennette D) Stuart Blackton
- 48. A device which converts motion picture film image into video is known as
 - Cinetal Telecine A) B)
 - C) Telepic D) Motiontel
- 49. Line up in TV production means
 - Systematic scheduling of experts/talents for shoots A)
 - Short notice given to production staff for shoots outside B)
 - Booking of accommodation for talents C)
 - Lining up of production staff for lunch D)
- 50. The space between the top of the performer's head and the top of the frame is known as
 - B) Headroom A) Top space C)
 - Toproom D) Frameroom

- 51. Robert Flaherty's classical documentary film, Nanook of the North pictured the life of ----
 - A) African American B) Hispanics
 - **Red Indians** C) Eskimos D)
- 52. Which among the following is a mismatch?
 - A) F W Murnau – Nosferatu
 - Bram Stoker – Dracula B)
 - C) Claude Chabrol – Breathless
 - D) Leni Riefenstahl - Triumph of the Will

53. The spreading of important stories throughout a newscast is known as

- Big and small Peaks and valleys A) B)
- Impact and ordinary D) Hard and soft C)
- 54. The adjustable flaps on a lighting instrument which control the throw of light is known as
 - Barn door A) B) Bouncers C) Light flaps D) Adjusters
- 55. SECAM is a ------ line television system originally invented in France.

A)	625	B)	525
C)	530	D)	550

Which German film of Robert Wiene first used the expressionist - cubist world of 56. horror through painted shadows, the irregular non-perpendicular chimneys, doors and windows?

- Warning Shadows A)
- B) The Cabinet of Dr. Caligari D) Destiny
- C) *Metropolis*
- 57. Which one of the following is a talkie made by Charles Chaplin?
 - The Kid B) The Pilgrim A)
 - Monsieur Verdoux The Gold Rush C) D)

58. Sales promotion offers an incentive to buy while advertising offers a ------to buy.

- A) reason B) motive
- inclination D) C) competitive advantage

59. An example for mediated communication is

- Two friends gossiping with one another A)
- A newscaster delivering the weather report B)
- A politician addressing a convention C)
- Students working on a class project D)
- 60. The first web newspaper was Frrole

A)

- The Weekend City Press Review B)
- C) The News Report D) None of these

61	Chanana	mafana ta th	a intermediate	ion of monorana	instaltain a	vertainte anna 2
61.	Chronemics	refers to th	e interpretat	ion of messages	Involving	which sense?

A)	Time	B)	Taste

C) Smell D) All of these

62. Identify the shot that is not frequently used in Television?

- A) Close-up B) Extreme Close-up
- C) Long shot D) Mid shot

63. Which of the following behavior is part of active listening?

- A) Maintaining eye contact
- B) Asking for clarification
- C) Nodding and making eye contact
- D) All the above

64. The BBC correspondent who was expelled from India during the state of emergency declared in 1975 is

- A) Charles Whitehead B) Andrew Whitehead
- C) Mark Tully D) David Loyn
- 65. Hero of yellow Journalism
 - A)Joseph PulitzerB)Ian SmithC)Daniel PerlD)None of these

66. Which of the following does not contribute to the 'credibility' of the press?

A) ImpartialityB) BelievabilityC) SensationalismD) Accuracy

67. Working Journalists Act was introduced in the year

- A)
 1947
 B)
 1955
 C)
 1960
 D)
 1950

 68.
 First News Agency of India is
 - A)UNIB)PTIC)Samachar BhartiD)None of these
- 69.
 Press Council of India was set up in -----

 A)
 1960
 B)
 1966
 C)
 1970
 D)
 1976
- 70. The first chairman of Prasar Bharati was......
 A) Nikhil Chakravarthy
 B) Hiranmay Karlekar
 C) Bareen Sen Gupta
 D) SS Gill

71. In communication, connotative words are -----. Explicit D) Cultural A) B) Simple C) Abstract 72. 'Comment is free, facts are sacred'. Who made this comment? C P Scott **Bryan Roberts** A) B)

C) James Goldsmith D) James Silk Buckingham

- 73. The first newspaper cartoon appeared in
 - A) Pennsylvania Gazette
 - B) Wall Street Journal
 - C) The Sun
 - D) Public Occurrences Both Foreign and domestic

74. The Watergate scandal which resulted in the downfall of President Nixon was unleashed by Woodward and Bernstein of -----

- A) Wall Street Journal B) Washington Post
- C) USA Today D) The Dallas Morning News

75. A quotation from the story which is given special graphic emphasis is

- A) Tagline B) Pullquote
- C) Slug D) Attribution

76. A front page element of a newspaper that never changes is

- A) Flag B) Teaser
- C) Edition D) Fonts

77. Which of the following is recommended in a news story?

- A) Jargons B) Active verbs
- C) Clichés D) Wordy sentences

78. When you summarize what a source told you without using the exact words or adding quotation marks, it is known as

- A) Partial quote B) Direct quote
- C) Paraphrasing D) Transcripting
- 79. Information that may be used in a story but which cannot be attributed to either a person or a position is called
 - A) Deep background B) Off the record
 - C) Embargo D) Lift out quote
- 80.Which of the following terms is not related to printing process?A)EmbargoB)RotaryC)LinotypeD)Flatbed

81. Which of the following agencies is a research unit of the multinational advertising agency, Hindustan Thompson Associates?
A) ORG B) NRS C) IMRB D) IRS

- 82. Which among the following is authored by Wilbur Schramm?
 - A) The Passing of Traditional Society
 - B) The Diffusion of Innovations
 - C) Communication and National Development
 - D) Technology Communication and Rural Development

- 83. 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 Ram Mohun Roy B) James Augustus Hickey
 - D) Bal Gangadhar Tilak
- 84. Which among the following is a mismatch?
 - A) TRP TV Rating Point

William Bolts

C)

- B) NRS National Readership Survey
- C) IMRB Indian Market Readership Bureau
- D) ORG Opinion Research Group

85. The code of ethics for public relations practitioners is known as

- A) Code of Greece B) Code of Egypt
- C) Code of Athens D) Code of Madrid

86. Name the newspaper that did not publish the news of the assassination of Mahatma Gandhi on its front page.

- A) The Times of India B) The Hindustan Times
- C) The Hindu D) The Statesman

87. The monitoring body of advertising in India is known as

A)	ASCI	B)	PCI
\mathbf{C}	ΑΑΑΤ	D)	ADC

C) AAAI D) ABC

88. Which body was instrumental in establishing Audit Bureau of Circulation?

- A) Press Council of India B) Registrar of Newspapers in India
- C) Advertising Society of India D) Indian Newspaper Society
- 89. Consumer awareness advertisement by the government is an example of ---.
 - A) Classified ad B) Corporate ad
 - C) Public Service ad D) Institutional ad
- 90. The club soda / mineral water ad of some companies which also produce Indian made foreign liquor under the same logo is an example of ---
 - A) Surrogate ad B) Endorsement ad
 - C) Advertorial D) Essential ad
- 91. Brief matter of fact information such as matrimonial, real estate, automobiles are known as
 - A) Classifieds B) Institutional ads
 - C) Professional ads D) Direct marketing

92. The official English magazine of IPRD, Govt of Kerala is

- A) Malayali Voice B) Voice of Kerala
- C) Kerala Calling D) Kerala Calls

93.	The f	irst printed worl	k using	movabl	e types	was do	one by Johanne	s Guten	berg in
	A)	England	B)		JP - 2	C)	Germany	D)	Spain
94.	Name	the first private	e satelli	ite TV c	hannel	in Kera	la.		
	A)	Soorya TV			B)		Vision		
	C)	Asianet TV			D)	Kaira	li TV		
95.	Who	coined the term							
	A)	Lord William		k	B)		ind Burke		
	C)	Winston Chu	rchill		D)	Clem	ent Atlee		
96.		the global bod	-	nonitors	the ope	eration	and administra	ation of I	Internet
		in name system	•		D)	ICAN	TNT		
	A) C)	gTLD cCTLD			B) D)	ICAN UIDA			
	С)	UC ILD			D)	UIDF	11		
97.	Linux	was developed	-						
	A)	Pranav Mistry			B)		Assange		
	C)	Linus Torvalo	15		D)	John	Markoff		
98.	Who	founded Facebo	ok?						
	A)	Lorenz Bogae		Toon Co	oppens				
	B)	Ramu Yalama							
	C)	Mark Zucker	-						
	D)	Bill Gossman							
99.	Odess	sa Steps is a fan	nous se	quence i	in the c	lassic n	novie,		
	A)	The Bible			B)		Birth of a Natio		
	C)	Unchien And	alou		D)	Battle	eship Potemkin	ı	
100.	"Med	ium is the mess	age" is	a theory	y of me	dia effe	ects proposed b	у	
	A)	Marshall McI	Luhan	-	B)	Elihu	Katz	-	
	C)	Daniel Lerner	-		D)	Georg	ge Gerbner		
101.	Whic	h among the fol	lowing	stateme	ents abo	out Pres	s Council of Ir	ndia is fa	ılse?
	A)	It consists of	28 men	nbers					
	B)						MPs to the Co		
	C)						by the Preside	ent of Ind	dia
	D)	The Council y	vas cor	istituted	in 1960	6			
102.	The c	lirective/guideli	ne issu	ied by the	he Dire	ectorate	of AIR to its	radio s	tations on
	-	ogramme sched	-	s known	as as				
	A)	Clock Format							
	B)	Integrated Sch National Proc		Schod	la				
	C) D)	National Prog Fixed Point C		- Schedu	ne				
	<i>D</i>)		-1141 L						

- B) C) D)

103.	The first broadcast of the radio play War of the Worlds created panic amonglisteners in New Jersey, USA in 1938. Who produced this play?A)D. W. GriffithB)Charles ChaplinC)Orson WellesD)Cecil D. Hepworth
104.	An Indian Personality for Television is authored byA)P. C. ChatterjeeB)P.C. JoshiC)Manohar Shyam JoshiD)B. G. Varghese
105.	Which international organization gave India the technical services of ApplicationTechnology Satellite – 6 for starting the SITE Programme in 1975?A)NHKB)BBCC)NASAD)Philips
106.	'Countrywide Classroom' is an educational TV programme service of, broadcast through Doordarshan.A) CIET B) UNICEF C) NCERT D) UGC
107.	Name the FM radio station operated by IGNOU.A)Vidya VaniB)Yuva VaniC)Gyan VaniD)Bodhi Vani
108.	 Leader writer in a newspaper is a journalist who writes the A) Lead news of the day B) Weekly news analysis column C) Editorial D) Weekly column criticizing the leaders in politics
109.	Serif is a term related to theB)The hierarchy in a newsroomA)The typesB)The hierarchy in a newsroomC)Desktop print softwareD)Packing of newspapers
110.	 Fang's formula is applied in A) Video editing B) The readability of radio/TV news C) The page make-up of newspapers D) The placement of stories in a newspaper
111.	Which among the following terms is used to denote the upcoming stories in a newscast?
	A)TeaserB)InstitutionalC)Looking roomD)ToC
112.	McBride Commission was appointed byA)UNIDOB)IPDCC)UNESCOD)UNICEF

- 113. French critic Andre Bazin's classic work on film theory is titled ------
 - A) Shot, Scene and Sequence B) Montage
 - C) Looking Glass D) What is Cinema
- 114. Jib arm is used in ----
 - A) Folding the printed newspaper
 - B) Instantly changing sets in a studio
 - C) Shooting video programmes
 - D) Controlling the brightness of light in a studio
- 115. Which among the following movies had a long speech of Charles Chaplin against war?
 - A) Limelight B) Modern Times
 - C) A King in New York D) The Great Dictator
- 116. Rich media is a/an ------
 - A) Splash page in a website
 - B) Internet ad
 - C) Network oriented programming language
 - D) Media search engine
- 117. HTTP is -
 - A) Hyper text technology procedure
 - B) Hyper text technique protocol
 - C) Hyper text transfer protocol
 - D) Hyper text transfer procedure

118. The first Malayalam newspaper Rajyasamacharam was printed at a press in

- A) Illikunnu B) Olavaramundya
- C) Vadagara D) Mayyazhi
- 119. Swadeshabhimani Ramakrishna Pillai died in exile in ------
 - A) Madras B) Kannur
 - C) Pondicherry D) Thrissur
- 120. The details about editor, printer, publisher and printing press, given in a daily newspaper is known as
 - A) Info line B) Imprint line
 - C) Masthead line D) Print line
