1.	The communication theory which says that 'the media may not be successful much of the time in telling people what to think, but they are stunningly successful in telling people what to think about' is						
	A)	Spiral of silence	B)	Cognitive dissonance			
	C)	Agenda setting	D)	Uses and gratification			
2.	The phrase "the medium is the message" was coined by						
	A) _	Wilbur Schramm	B)	Daniel Lerner			
	C)	Everett M. Rogers	D)	Marshall McLuhan			
3.	'Hypodermic needle theory' of communication is also known as						
	A)	Magic bullet theory	B)	Two-step-flow theory			
	C)	Play theory	D)	Media dependency theory			
4.	Amusing Ourselves to Death, a historical narrative which warns of a decline in the						
		of our mass media to share se					
	A)	Noam Chomsky	B)	Neil Postman			
	C)	Nora C. Quebral	D)	George Gerbner			
5.	'Helic	'Helical model' of communication was propounded by					
	A)	Frank Dance	B)	Harold Lasswell			
	C)	Claude Shannon	D)	Warren Weaver			
6.	The theory which says that people gradually come to accept the view of the world						
	as portrayed on TV as a true representation of reality is called						
	A)	Gate keeping	B)	Cultivation			
	C)	Uses and Gratifications	D)	Diffusion of innovations			
7.	A person's conscious or unconscious choice to receive messages from a specific source is known as						
	A)	Selective exposure	B)	Selective attention			
	C)	Selective perception	D)	Selective retention			
8.	Paul Lazarsfeld and his colleagues pioneered the study of						
	A) Media violence						
	B) Knowledge gap						
	C) Two-step-flow of communication						
	D) Media richness						

- 9. In a communication process, the person who filters information for dissemination is called
 - A) Mediator B) Interactionist
 - C) Opinion leader D) Gate keeper
- 10. The expression 'narcotizing dysfunction' refers to
 - A) The socialization process
 - B) The role of the media in popularizing social norms
 - C) Overdose of information that makes the audience numb and unable to act on the information

Cultural barrier

D) Dissemination of negative information

11. The process of transforming thoughts/information into messages is called

- A) Encoding B) Decoding
- C) Transmission D) Stimulation

12. Obstruction to communication process caused by verbal language is known as

- A) Psychological barrier B)
 - Physical barrier D) Semantic barrier

13. Study of the use of time in non-verbal communication is called

- A) Haptics B) Oculesics
- C) Chronemics D) Proxemics

14. The first chairman of the Press Council of India was

- A) Justice N. RajagopalaAyyangar
- B) Justice A.N. Grover
- C) Justice J.R. Mudholkar
- D) Justice V.R. Krishna Iyar
- 15. Which Article of the Indian Constitution details the Reasonable Restrictions on the Fundamental Rights?
 - A) Article 14 B) Article 18
 - C) Article 19 (1) D) Article 19 (2)

16. *Kappa* is a MalayalamTV channel recently launched by

- MadhyamamDaily B) Mathrubhumi Group
- C) MalayalaManorama Group D) Times of India Group
- 17. VICTERS is

A)

C)

- A) A news channel B) An entertainment channel
- C) An educational channel D) A sports channel

18. Associated Press (AP) is

A)

- A French news agency B) An American news agency
- C) A British news agency
- D) A German news agency
- 19. BBC launched its popular interview show 'HARDtalk' in 1997 with ----- as the host
 - A) Stephen Sackur B) Tom Brokaw
 - C) Tim Sebastian D) Barbara Walters
- 20. The FM radio station 'Radio Mirchi' is owned by
 - A) The Express Group B) MalayalaManorama Group
 - C) Mathrubhumi Group D) Times of India Group
- 21. Name of the newspaper Gandhiji published while he was in South Africa.
 - A) Indian Opinion B) Young India
 - C) Times of Natal D) Natal Witness
- 22. Citizen journalist is
 - A) A journalist on the regular pay roll of a newspaper
 - B) A journalist who specializes in reporting human rights issues
 - C) A private individual doing what professional reporters do
 - D) A reporter who brings to light the significant activities of ordinary citizens

23. *Media* is a bilingual monthly journal published by

- A) Press Council of India
- B) Indian Institute of Mass Communication
- C) Kerala Press Academy
- D) Indian Newspaper Society
- 24. *First Draft* is a book written by

A)

- A) KuldipNayyar B) B.G. Verghese
- C) Kushwant Singh D) ShashiTharoor

25. Which one of the following is not a Charlie Chaplin film?

- A) The General B) The Great Dictator
 - C) Modern Times D) City Lights

26. 'Intellectual Montage' is a film editing concept devised by

- A) Lev Kuleshov B) Sergei Eisenstein
- C) Pudovkin D) DzigaVertov

27. Which one of the following is not a newspaper format?

- Broadsheet B) Tabloid
- C) Berliner D) Foolscap folio

- 28. In English newspapers, copies written in simple past tense are usually given headlines in
 - Simple present tense B) Present perfect tense A) Past perfect tense
 - C) Simple past tense D)
- 29. A television advertisement is called
 - A) Advertorial B) Ad
 - Commercial C) D) Spot
- 30. In journalistic parlance 'morgue' is
 - Advertising department A)
 - A room in which back numbers of the newspaper, clippings, photographs B) etcare kept
 - Editorial department C)
 - Composing section D)

31. Linotype composing machine was invented by

- Johannes Gutenberg B) William Caxton A)
- C) Ottmar Mergenthaler D) John Baskerville

What is "em"? 32.

- 12 point type A)
- Square of any given size of type B)
- C) Basic unit for measuring type
- Square of 12 point type D)
- 33. The application of Social Science research techniques to increase the depth and accuracy of news stories is known as
 - A) Ambush journalism B) Precision journalism
 - C) Parachute journalism D) New journalism
- Explanatory material usually placed beneath a picture is called 34.
 - Cutline Caption A) B)
 - Masthead D) Imprint line C)

35. In journalistic parlance a 'scoop' is

- An in-depth report B) A) The main story
- C) An investigative report D) An exclusive story
- 36. Paparazzi is
 - A) A freelance photographer who pursues celebrities to photograph them
 - B) A freelance journalist
 - A journalist who practices sensational journalism C)
 - An investigative journalist D)

- 37. A hypothesis is
 - The definition of a variable A)
 - A research topic written in the form of a question B)
 - A proposal for a qualitative or quantitative research C)
 - D) An educated guess or a presumption based on the review of research literature
- 38. Which of the following would usually require the smallest sample size because of its efficiency?
 - A) Cluster sampling B) Simple random sampling
 - Systematic sampling Quota sampling C) D)
- 39. The statistical procedure for reducing a large set of variables into smaller sets of related variables is
 - Factor analysis B) Triangulation A)
 - C) Regression D) Correlation

The type of research design that studies something after it has occurred is called 40.

- Exploratory study A)
- Experimental research B)
- C) Ex post facto research D) Meta-analysis

41. Which of the following is a nonparametric statistical test used to determine relationships between two nominal level variables?

- Chi square test t Test A) B)
- C) MANOVA D) ANOVA
- 42. Which of the following is a reliability index that reflects the internal consistency of a measure?
 - A) Beta B) Cronbach alpha
 - D) C) Pearson's r Z-score
- 43. The middle score is called
 - A) Mean B) Mode Median
 - D) Standard deviation C)
- 44. The changes that occur in people's behavior because they know they are being studied is called
 - Halo effect B) Hawthorne effect A)
 - C) Standard error D) None of the above

45. The graphic display of data frequency using rectangular bars with heights equal to the frequencycount is called

- Pie diagram A) B) Histogram
 - C) Scatter diagram D) None of the above

46. Type I error is known as

A)

Alpha error

- B) Beta error
- C) Lambda error Gamma error D)
- 47. Basic lights used in three point lighting are
 - A) Key light, fill light, back light
 - B) Key light, cameo light, back light
 - Key light, eye light, back light C)
 - D) Key light, back light, tally light
- 48. A series of sketches of the key visualization points of a sequence with the corresponding audio information is called
 - Treatment A) B) Storyboard
 - C) D) Screen play Shooting script
- 49. The colour television system that is set at 525 lines per frame and 30 frames per second is
 - PAL B) SECAM A) NTSC
 - C) D) **MESECAM**

50. **Biopic** is

- A film that dramatizes the life of an actual person A)
- A film in which animals speak and behave like human beings B)
- An animated movie C)
- D) Movie that shows a lot of violence and sex

51. The newspaper *TheWashington Post* was recently bought by:

- A) **Bill Gates** B) Rupert Murdoch
- C) Jeff Bezos D) Marissa Mayer

52. In SLR camera change in the f-stop will primarily influence

- Degree of brightness A) Contrast B)
- D) Size of the image Angle of the image C)

53. *Mirat-ul-Akhbar* was a Persian newspaper published by

- Serampore missionaries Raja Ram Mohan Roy B) A)
- C) Mahatma Gandhi D) BalaGangadharTilak
- 54. Cahiers du Cinema is a
 - French film movement A)
 - B) French film magazine
 - C) Film about the art and craft of film making
 - D) Film maker's handbook

55.	The n	The newspaper Joseph Pulitzer published was						
	A)	New York World	B)	New York Sun				
	C)	New York Journal	D)	New York Times				
56.	Who i	Who is the Readers' Editor of The Hindu?						
	A)	K. Narayanan	B)	S. Viswanathan				
	C)	A.S. Panneerselvan	D)	C.P. Chandrasekhar				
57.	What is the title of the MacBride Commission Report?							
	A)							
	/	B) Mass Media and National Development						
	C) D)	C) New World Information OrderD) Many Voices, One World						
58.	'Politically Incorrect' is a column by							
	A)	M.J. Akbar	B)	Sobha De				
	C)	P. Sainath	D)	Shekhar Gupta				
59.	Who developed the World Wide Web?							
	A)	Arthur C. Clarke	B)	Charles Babbage				
	C)	Tim Berners – Lee	D)	Ray Tomlinson				
60.	The broadcast journalist who was often referred to as 'the most trusted man in America'.							
	A)	Walter Cronkite	B)	Dan Rather				
	C)	Ted Koppel	D)	Edward R. Murrow				
61.	Hindi language service of the Press Trust of India is							
	A)	UNIVARTA	B)	SamacharBharati				
	C)	PTIBhasha	D)	Hindustan Samachar				
62.	The expression 'Couch potato' is used to refer to							
	A) Alazy person who spends much time on a couch reading newspapers							
	B)							
	C)	C) A person who sits at home doing nothing						
	D) A person who talks about doing great things, but does not do anything							
63.	Which of the following is not videoediting software?							
	A)	Final Cut Pro	B)	Audacity				
	C)	Avid Symphony	D)	Montage Extreme				
64.	A headline that stretches across the whole page of the newspaper and is often in big, bold type is called							
	A)	Kicker	B)	Skyline				
	C)	Strapline	D)	Banner				
	-,		-,					

65.	The first religious soap opera in Indian television was					
	A)	Mahabharath	B)	Ramayan		
	,		/	Sakthiman		
	C)	Humlog	D)	Sakuninan		
66.	Chairman of the Second Press Commission reconstituted in April 1980 was					
	A)	Sri. ArunShourie	B)	Justice K.K. Mathew		
	C)	Justice P.C. Goswami	D)	Justice Sisir Kumar Mukherjee		
	C)		D)	Justice Sish Kumai Mukherjee		
67.	The American newspaper which carried the famous Investigative report on					
	Watergate Scandal was					
	A)	The New York Times	B)	The Wall Street Journal		
	Ċ	The Washington Post	D)	The Philadelphia Inquirer		
	0)	The mushingion 1 ost	D)	The Financiphia Inquirer		
68. <i>Yakshagana</i> is a traditional theatre form of						
	A)	Andhra Pradesh	B)	Maharashtra		
	C)	West Bengal	D)	Karnataka		
		-				
69.	'Vox	Pop' interview means				
	A) Interview with an authority on a given subject					
	to get their views on an issue					
B) Interview with the ordinary people to get their views on an issueC) Interview with a very important person						
	c personality					
	,		-			
70.	Advertisements of the Central Government are issued through					
	A)	Publications Division	B)	PIB		
	C)	DAVP	D)	Directorate of Field Publicity		
71. Abrupt transition between shots that goes aga				es against the established concept of		
		nuityis known as				
	A)	Jump cut	B)	Hollywood montage		
	C)	Rough cut	D)	Cutaway		
72.	. The printing technique now most widely used for newspaper printing is					
12.	-		-			
	A)	Letterpress rotary printing	B)	Gravure printing		
	C)	Screen printing	D)	Offset printing		
73.	In the language of advertising, 'account' means					
-	A) Details supplied to the creative team					
	B) A campaign strategy					
C) A client						
	C) A client D) Production cost of an education cost					

D) Production cost of an advertisement

- 74. *Good Times, Bad Times* is an autobiographical book authored by
 - Rupert MurdochB)Robert Fisk
 - C) Tom Wolfe D) Harold Evans
- 75. Which one of the following statements is true?
 - A) Communication can solve all problems of the world
 - B) Communication is a verbal process
 - C) Communication is the transfer of meaning
 - D) Mass communication is the most effective form of communication
- 76. Who is a 'sacred cow'?

A)

- A) A politician who gets a lot of media coverage
- B) The owner of a media organization
- C) A person who always gets favorable treatment in a newspaper
- D) Any famous person
- 77. Who among the following was sent out of the erstwhile Travancore State, as he incurred the wrath of the Diwan?
 - A) KesariBalakrishnaPillai
 - B) Swadesabhimani Ramakrishna Pillai
 - C) C.V. Kunhiraman
 - D) KandathilVarugheseMappilla
- 78. An identifying music used at the beginning and end of a radio or television programme is called
 - A) Signature tune B) Sound bite
 - C) Jingle D) Slug
- 79. Which of the following statements is not true?
 - A) Radio is an ephemeral medium
 - B) Radio has music
 - C) Radio is relatively inexpensive
 - D) Radio cannot stimulate the imagination of the listener
- 80. A reporter's regular run or task is called
 - A) Assignment B) Beat
 - C) Haunt D) Stint
- 81. In organizational communication, transfer of information through an informal structure is called
 - A) Grapevine B) Gossip
 - C) Hearsay D) Rumour

- 82. Which of the following is not a Public Relations activity?
 - A) Action to improve communication between an organization and its public
 - B) Action to discover and eliminate sources of misunderstanding
 - C) Advice on the presentation of the 'public image' of the organization
 - D) Action aimed directly at achieving sales
- 83. *Hiroshima Mon Amour*, one of thefilms which brought international recognition to the 'FrenchNew Wave', was directed by
 - A) Francois Truffaut B) Jean Luc Godard
 - C) Alain Resnais D) Claude Chabrol
- 84. Who among the following is the present Chairperson of the Central Board of Film Certification?
 - A) Sharmila Tagore B) AnupamKher
 - C) Vijay Anand D) Leela Samson
- 85. 'TRAI' is the abbreviation of
 - A) Telecom Regulatory Authority of India
 - B) Television Regulatory Authority of India
 - C) Telecom Review Authority of India
 - D) Television Review Authority of India

86. Satyajit Ray's first film *PatherPanchali* was based on a novel by

- A) TarasankarBandopadhyay
- B) ManikBandopadhyay
- C) BibhutibhushanBandopadhyay
- D) AtinBandopadhyay

87. National Public Relations Day is celebrated on

- A) April 21 B) May 18
- C) August 14 D) November 30

88. 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
- 89. 'Use the language of fiction, but do not fictionalize' is one of the guiding principles of
 - A) Precision Journalism B) Investigative journalism
 - C) Tabloid Journalism D) New Journalism

90. Who proposed that every cultural phenomenon can be studied as communication?

- A) Ferdinand de Saussure B) Umberto Eco
- C) Roland Barthes D) Charles Sanders Pierce

- 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) Trigger
 - C) Lead D) Label
- 92. Which of the following statements is not true?
 - A) Any abrupt transition between shots that violates the established concept of continuity is called 'jump cut'.
 - B) Smaller the f-stop number, smaller the aperture
 - C) Omni directional microphone can pick up sounds equally well from all directions
 - D) Juxtaposition of two seemingly unrelated shots to generate a new meaning is called dialectical montage
- 93. Additive primary colours (colours in the white light) are
 - A) Red, green and yellow B) Cyan, magenta and yellow
 - C) Red, green and blue D) Red, blue and magenta
- 94. Communicating with oneself is

A)

- Internal communication B) Interpersonal communication
- C) Meta communication D) Intrapersonal communication

95. The Founder Editor of Kerala Kaumudi daily

- A) K. Balakrishnan B) C.V. Kunhiraman
- C) K. Sukumaran B.A D) C. Kesavan
- 96. *Sports Star*, the weekly sports magazine is published by
 - A) The New Indian Express Group
 - B) The Hindu Group
 - C) The Times of India Group
 - D) The Hindustan Times Group

97. Who is the Editor-in-Chief of the *Outlook*?

- A) Vinod Mehta B) SumitArora
- C) TarunTejpal D) Krishna Prasad

98. In cross cultural communication, putting oneself in the recipient's shoes is termed

- A) Sympathy B) Apathy
- C) Pity D) Empathy

99. 'Hierarchy of human needs', a valuable guide in the process of Advertisement Copy preparation was devised by

- A) Abraham Maslow B) Philip Lesley
- C) Leon Festinger D) Paul Lazarsfeld

- 100. Television News Clips and Features service of the United News of India (UNI) is called
 - A) UNIDARSHAN B) UNISCAN
 - C) UNIGRAPHIC D) UNIDirect

101. Italian Neo-realism was a film movement characterized by

- A) Stories set amongst the poor and the working class
- B) Filming mostly on location
- C) Frequent use of non-professional actors
- D) All the above

102. Which of the following is a 'cool medium' according to Marshall McLuhan?

- A) Print medium B) Radio
- C) Cartoon D) Photograph

103. Unsolicited bulk e-mail is known as

- A) Dirty copy B) Spam
- C) Spoof D) Puffery
- 104. A person who links two or more groups in an organization without being a member of any group is called
 - A) Liaison B) Bridge
 - C) Gatekeeper D) Cosmopolite

105. 'Op-ed page' in a newspaper is

- A) An exclusive page for display ads
- B) The page in which Letters to the Editor and Columns by famous columnists are accommodated
- C) The page for investigative, in-depth and running stories
- D) The page opposite to the editorial page
- 106. On a newspaper page, if all the stories are placed in rectangles of varying shapes and sizes, in page design/make up parlance, it is
 - A) Grid design B) Modular make up
 - C) Circus make up D) Quadrant design

107. A periodical brought out once in two weeks is called a

- A) Bi-monthly B) Fortnightly
- C) Quarterly D) Biennial
- 108. On a newspaper page the principal focal point is the optical centre. The optical centre is
 - A) The mathematical centre
 - B) A little above to the left of the mathematical centre
 - C) A little above to the right of the mathematical centre
 - D) On top left of the page

- 109. The first feature length documentary film Nanook of the North was made by
 - A) John Grierson B) Walter Ruttman
 - C) Robert J. Flaherty D) Basil Wright
- 110. Akira Kurosawa's famous film *Throne of Blood* is an adaptation of Shakespeare's
 A) *King Lear* B) *Macbeth*
 - C) Hamlet D) Othello
- 111. Only a manager who is sensitive to the basic needs of the employees can effectively communicate with them. In Maslow's 'Pyramid of human needs' the most fundamental one (given at the bottom of the pyramid) is
 - A) Social needs B) Ego needs
 - C) Security and safety needs D) Physiological needs
- 112. In computing, Trojan Horse is a
 - A) Non-self-replicating type of malware
 - B) Virus that can replicate and spread from one computer to another
 - C) Free and open source Web Browser
 - D) System software
- 113. What is steadicam?
 - A) A crane used to lift the camera to high shooting positions
 - B) A stabilizing mount for motion picture camera that can be attached to the body of the camera operator
 - C) A wheeled mount that rolls on tracks or levelledboards
 - D) A type of tripod
- 114. What is 'Ad lib'?
 - A) Audio dubbing
 - B) An advertisement copy
 - C) A Public Relations handout
 - D) A radio/TV presentation without a script
- 115. ResulPookutty is a well known
 - A) Film editor B) Film sound designer
 - C) Film director D) Film script writer
- 116. A news writing style in which facts are presented in descending order of importance is known as
 - A) Pyramid B) Hourglass
 - C) Inverted pyramid D) Narrative

117. Indian State Broadcasting Service became All India Radio (AIR) on

- August 30, 1935 B) January 19, 1936
- C) June 8, 1936 D) October 1, 1939
- 118. The means of interaction among people in which they create and exchange information in virtual communities and networks are called
 - A) Community media B) Social media
 - C) Virtual media D) Media network

119. An 'Automotive journalist' is one who specializes in writing about

A) Automation

A)

C)

- B) Mechanization
- C) Issues related to vehicular traffic
- D) Automobiles
- 120. It is believed that the term 'Fourth Estate' which commonly refers to the news media was coined by
 - A) John Milton H
 - B) Samuel Taylor Coleridge
 - Edmund Burke D) Thomas Carlyle
