1.		'Who says what to whom in which channel with what effect'. This question to define communication was proposed by						
	A)	Marshall McLuhan	B)	Harold D Lasswell				
	C)	Osgood	D)	Shannon				
2.	Wh	o is the editor of <i>The Hindu</i> ?	•					
	A)	N. Ram	B)	Sidharth Varadarajan				
	C)	V. Raman	D)	Kasturi Rangan				
3.	Wh	o started <i>The Pioneer</i> newsp	aper?					
	A)	George Allen	B)	Chandan Gupta				
	C)	C. Rajagopalachari	D)	George Pothen				
4.	Who	Who is the author of the column 'With Malice to One and All'?						
	A)	M J Akbar	B)	Kushwant Singh				
	C)	Yuva Raj Singh	D)	Amartya Sen				
5.	Wh	ich of the following is not ov	wned by	Bennet, Coleman and Co. Ltd.?				
	A)	Radio Mirchi	В)	India Today				
	Ć)	Times of India	D)	ZigWheels				
6.	Indi	an Institute of Mass Commu	ınication	was established in the year:				
	A)	1967	B)	1965				
	C)	1955	D)	1995				
7.	Who	Who is the founder and editor of WikiLeaks?						
	A)	Julian Paul Assange	B)	Julian Peter Assange				
	Ć)	Julian Philip Assange	D)	-				
8.	Wh	ich of the following is owned	d by Qat	ar Media Foundation?				
	A)	Al Manar television	B)	Al Jazeera channel				
	Ć)	Al Ahram daily	D)	Gulf Times				
9.	Kar	l Marx was a European corre	esponder	nt of the American newspaper				
	A)	Washington Post	B)	New York Daily Tribune				
	C)	New York Times	Ď)	New York World				
10.	The	distance between the lens a	nd the se	ensing device in camera is called				
- •	A)	Focal length	B)	Aspect ratio				
	C)	Gutter	D)	Lens distance				
	Ο,		2)					

	A)	A) The interactive museum of news and journalism							
	B)	3) The international organization of media museums							
	C)	C) Indian Newspaper Society's initiative to preserve media archives							
	D)	None of the above							
12.	Wha	What is Berliner?							
	A)	A famous talk show on BBC							
	B)	A newspaper format							
	C)	A famous American movie							
	D)	A well known German Mag	azine						
13.	The	business daily Mint, is a colla	borati	on between					
	A)	Hindustan Times and The W	all Str	reet Journal					
	B)	The Hindu and Guardian							
	C)	Pioneer and Washington Tir	nes						
	D)	Business Times and Open M	Iagaziı	ne					
14.	"Alv	"Always with the news" is the slogan of the television channel							
	A)	CNN-IBN	B)	Times Now					
	C)	BBC	D)	Asianet					
15.	The	The logo or sound image used on television or radio to identify the station is known							
	as								
	A)	Symbol	B)	Ident					
	C)	Media mark	D)	Media sign					
16.	Fina	al Cut Pro is a software from							
	A)	Microsoft	B)	Apple					
	C)	Samsung	D)	Adobe					
17.	AV]	AVID is the software used for							
	A)	Graphic design	B)	Video editing					
	C)	Help menu development	D)	Media accounting					
18.	The	person responsible for lightin	g equi	pment on a film or television shoot is called					
	A)	Green lighter	B)	Fill lighter					
	C)	Foley	D)	Gaffer					
19.	Whi	-	ıdard f	or compression of data in a computer image					
	A)	CMYK	B)	Bitmap					
	C)	Vector	D)	JPEG					
	,		,						

11.

What is newseum?

20.	InDe A) C)	esign is the software used for Interior design Sound design	B) D)	Desk Top Publishing Set design
21.	Expa A) C)	ansion of PNG is Portable Nominal Graphics Postscript Network Graphics	B) D)	Portable Network Graphics Postscript Nominal Graphics
22.	Who A) C)	is the Chairman of the Press (Justice K G Balakrishnan Justice Markandey Katju	Counci B) D)	l of India? Justice Sirijagan Justice V R Krishna Iyer
23.	Raja A) C)	•	vard fo B) D)	or Excellence in Journalism is instituted by Press Council of India Indian Newspaper Society
24.	In jo A) C)	urnalism parlance, 'kill' mean Death news To cancel a news story	s B) D)	News about murder To delay the story
25.	Wha A) C)	at is redhead? A portable light A sound mixing device	B) D)	A type of headline A software
26.	Wha A) C)		B) D)	A standard measure of images A standard measure of sound level
27.	Wha A) B) C) D)	at is Vidura? A journal published by Press A magazine focusing on rural A nation-wide initiative for m A television channel	l devel	opment
28.	Which A) B) C) D)	ch one of the following statem: Creative Commons is a non use of creativity and knowled Creative Commons licenses a Creative Commons was foun Creative Commons is control	profit lge throuse are not ded in	organization that enables the sharing and ough free legal tools. an alternative to copyright. 2001

29.	Jour A) B) C) D)	nal of Communication is publ International Communication Indian Communication Netw Sage Thomson Wadsworth	n Asso	
30.	The	book <i>Beyond the Lines</i> is auth	ored b	у
	A)	Kuldip Nayar	B)	Sevanti Ninan
	C)	Hasan Suroor	D)	B G Varghese
31.	Whie is tru	ie?		out Spearman's rank correlation coefficient re of statistical dependence between two
	B)			elationship between two variables can be
	C)	variable and independent (p	e used redicto	on. when both dependent (outcome; response) or) variable are ordinal numeric, or when ad the other is a continuous variable.
	D)	All the above statements are		the other is a continuous variable.
32.	A)	first articulated the third-pers David Berlo	B)	Bernard Reuben Berelson
	C)	Elihu Katz	D)	W P Davison
33.	Wha	t is the industry jargon for the	compl	letion of film shoot?
	A)	Wrap	B)	Whip
	C)	Whoop	D)	Wipe
34.	Cou	ntry of Origin Effect (COE) is	a term	related to
	A)	Video production	B)	Soap Opera
	C)	Advertising	D)	Film
35.		ch of the following abbreviati sand people in the target audie		enotes the advertising cost of reaching each
	A)	TTP	B)	TAM
	C)	NRS	D)	CPT
36.		extra shot inserted between to ng transition is termed as	wo vis	ual images in a sequence which prevents a
	A)	Jump cut	B)	Cutaway
	C)	Castaway	D)	Cross-over

37.	Exp	oansion of DTT							
	A)	Digital Terrestrial Television	1 B)	Direct to Theatre					
	C)	Digital Theatre Technique	D)	Digital Terrestrial Theatre					
38.		Which of the following is the first standard format for non-photographic images on web pages, offering high compression and small file size?							
	A)	MPEG	B)	MP3					
	C)	GIF	D)	JPEG					
39.	'Mi	se en scene' is a term related to	0						
	A)	Film	B)	Social networking sites					
	C)	In sync recording	D)	None of these					
40.	'Wł	nite balance' is a term closely r	elated	to					
	A)	Newspaper layout	B)	Video production					
	C)	Website design	D)	Radio production					
41.	Ider	Identify the correct chronological sequence of the releases of the following:							
	A)) Pather Panchali – Aparajito-Kanchanjunga-Mahanagar							
	B)	Aparajito- Pather Panchali -Kanchanjunga-Mahanagar							
	C)	Pather Panchali – Kanchanjunga- Aparajito – Mahanagar							
	D)	Pather Panchali – Mahanaga	r -Apa	rajito-Kanchanjunga-					
42.	Ikir	u was directed by							
	A)	Kon Ichikawa	B)	Akira Kurosawa					
	C)	Adoor Gopalakrishnan	D)	Satyajit Ray					
43.	Nan	Nanook of the North was made by							
	A)	Robert Flaherty	B)	David Wark Griffith					
	C)	Fred Neblo	D)	Charles Chaplin					
44.	Mat	Mathematical model of communication was developed by							
	A)	•	B)	Shannon and Weaver					
	C)	E. Noelle Neumann	D)	F.X. Dance					
45.	AB	X Model was proposed by							
	A)	Pavlov	B)	Fritz Heider					
	C)	T. Newcomb	D)	Harold Lasswell					
46.	UH	F stands for							
	A)	Ultra High Frequency	B)	Unidentified Historical Film					
	C)	Unit of High Frequency	D)	Unedited Historical Film					

47.	The typographic term for 5.5 inch-point type is							
	A)	A-roll	B)	Agate				
	C)	Beeper	D)	Bloop				
48.	A re	porter's regular area of repor	tage is	called				
	A)	Source	B)	Beat				
	C)	Bleed	D)	Syndicate				
49.		gitudinally over time and then	compa					
	A)	•	B)	Triangulation				
	C)	Cohort study	D)	Meta analysis				
50.	The	-		and must be delivered is termed as				
	A)	Timeline	B)	Dateline				
	C)	Imprint line	D)	Deadline				
51.	Exp A) B) C) D)		mmuni el	ication				
52.	Inte	rnational Public Relations As	sociatio	on is based in				
	A)	New York	B)	London				
	C)	Paris	D)	Washington DC				
53.		o authored the book <i>Crystali</i> , k on public relations?	zing Pı	ublic Opinion, which is considered the first				
	A)	Dorman Eaton	B)	Edward L Bernays				
	C)	Harold Burson	D)	Will Irwin				
54.		small scale test study made to ly understood is called	to dete	rmine whether the questions in a survey are				
	A)	Pilot study	B)	Meta analysis				
	C)	Post-hoc research	D)	Content analysis				
55.	Of t	he following, who is consider	red the	pioneer of semiology?				
	A)	Ferdinand de Saussure	B)	Denis McQuail				
	C)	Arthur Asha Berger	D)	George Gerbner				
56.	Whi	ch of the following is known	as 'goo	odness of fit' test?				
	A)	The Chi-square	B)	t-test				
	C)	F test	D)	ANCOVA				

57.		o is the chairman and chief exe		
	A)	Eduardo Saverin	B)	Andrew McCollum
	C)	Mark Zuckerberg	D)	Dustin Moskovitz
58.	Who	o is the inventor of World Wid	e Web	?
	A)	Tim Berners Lee	B)	Charles Babbage
	C)	Elihu Katz	D)	Bill Gates
59.		at kind of variables do have values where there is an absolute		that lie along an evenly dispersed range of
	A)	Interval variables	B)	Ordinal variables
	C)	Nominal variables	D)	Ratio variables`
60.	The	most commonly occurring val	ue in t	he data set is called
	A)	Mode	B)	Median
	C)	Mean	D)	Range
61.		ber of values in the set is calle		by adding all values and dividing by the
	A)	Median	B)	Mode
	C)	Mean	D)	Ratio
62.	The	square root of the variance is	called	
	A)	T-value	B)	Mode
	C)	Standard Deviation	D)	Range
63.		ich of the following indicates ag pulled by outliers?	s the d	legree to which the sample distribution is
	A)	Skewness	B)	Kurtosis
	C)	Standard Deviation	D)	Mean
64.	SFX	X means		
	A)	Sound effects	B)	Dubbing
	C)	Sound proof	D)	Sound recording
65.	The	first amateur radio club in Ind	ia to st	eart functioning in November 1923 was
	A)	Bombay Radio Club	B)	Delhi Radio Club
	C)	Lahore Radio Club	D)	Madras Radio Club
66.	SNO	G means		
	A)	Satellite News Gathering	B)	Semantic News Generation
	C)	Systematic News Gathering	D)	System for News Generation

67.	The film <i>The Great Train Robbery</i> was made by A) Georges Milies B) Louis Lumiere C) Edwin S. Porter D) Edward Sandow
68.	Who is the director of the film <i>Battleship Potemkin</i> ? A) Sergei Eisentein B) V I Pudovkin C) Alexander Dovzhenko D) Nikolai Batalov
69.	The headquarters of World Wide Web consortium is A) New Delhi B) Amsterdam C) Toronto D) None of the above
70.	Who is the founder of CNN? A) Rupert Murdoch B) Ted Turner C) Paul Julius Reuter D) Arthur Collins
71.	Marshall McLuhan was a citizen of A) USA B) Australia C) UK D) Canada
72.	NIB means A) News in Brief B) News in Black C) News in Box D) News in Bullets
73.	All India Radio began FM broadcasting in A) 1977 in Madras B) 1987 in Bangalore C) 1977 in Thiruvananthapuram D) 1987 in Calicut
74.	The first external radio broadcasting from India was in A) Urdu B) English C) Pushtu D) Hindi
75.	BBC was established in the year A) 1932 B) 1922 C) 1921 D) 1942
76.	Joseph Pulitzer was associated with the publication of A) New Yorker B) New York World C) New York News D) New York Times
77.	 Expansion of USAID A) United System for Aid in Development B) United States Agency for Industrial Development C) United States Assistance for Industrial Development D) United States Agency for International Development

78.	Who authored the book <i>Passing of Traditional Society</i> ?							
	A)	Daniel Lerner	B)	Wilbur Schramm				
	C)	Melvin DeFleur	D)	Paul Kennedy				
79.	Who	developed Cultivation theory	?					
	A)	Harold Lasswell	B)	Osgood				
	C)	Albert Bandura	D)	George Gerbner				
80.	Sam	bat Kaumudi was published by	/					
	A)	K. Sukumaran BA	B)	Bala Gangadhar Tilak				
	C)	Rajaram Mohan Roy	D)	P K Balakrishnan				
81.	Whi	ch of the following theories wa	as deve	eloped by Leon Festinger?				
	A)	Theory of Congruity	B)	Theory of Cognitive Dissonance				
	C)	Theory of Social Learning	D)	Theory of two step flow of information				
82.	Whi	ch of the following is the worl	d's firs	st national broadcasting organization?				
	A)	BBC	B)	Doordarshan				
	C)	Prasarbharati	D)	AOL				
83.			Assoc	iation (IPRA) was formally established in				
	A)	London on May 1, 1955						
	B)	London on May 1, 1954						
	C)	New York on May 1, 1955						
	D)	New York on May 1, 1954						
84.		is Silvio Berlusconi?						
	A)	A media tycoon						
	B)	An American journalist						
	C)	A communication theoreticia	n					
	D)	An Australian journalist and	media	scholar				
85.	The	National Public Relations Day						
	A)	April 20	B)	April 21				
	C)	May 20	D)	May 21				
86.	Who	contributes the column 'Bare	efoot' i					
	A)	Kalpana Sharma	B)	C P Chandrashekhar				
	C)	Praful Bidwai	D)	Harsh Mander				

87.	B) TelevisionC) Television	AM ence Measurement Audiometer Measuren Audience Measuren ometer Measuremen	nent				
88.	-		n pro	ogramme '24 Frames' in India Vision'			
	A) A.Sahadev		3)	Jayasankar			
	C) M.P.Bashe	er I))	None of these			
89.	Who is the found	der of NDTV?					
	A) Prannoy Ro	•	3)				
	C) Rupert Mu	rdoch I))	Ambika Soni			
90.	'Devil's Advoca	ate' is a television sh	ow	telecast by			
	A) Times Nov	v F	3)	NDTV			
	C) CNN-IBN	Ι))	BBC			
91.	Who among the	following is famous	for	exposing the Bofors scandal?			
	A) Chitra Sub	ramaniam F	3)	Anita Pratap			
	C) Shobha De	Γ))	Arundhati Roy			
92.	Who among the following anchors the show 'The Last Word' on CNN-IBN?						
	A) Karan Tapa	ar F	3)	Amna Sheriff			
	C) Salman Kh	ian I))	Aamir Khan			
93.	Who conducted the Bob Doll Experiment?						
	A) Albert Ban	dura F	3)	Denis McQuail			
	C) Jill Lepore	Ι))	Thorndike			
94.	Who is the director of the mega television show 'Satyameva Jayate'?						
	A) Aamir Kha	ın F	3)	Kiran Rao			
	C) Ram Samp	ath I))	Satyajit Bhatkal			
95.	A person who writes articles or speeches for another person						
	A) Leader wri	ter F	3)	Editor			
	C) Ghost write	er I))	Columnist			
96.	A written defam	atory statement is k	cnov	vn as			
	A) Sedition	F	3)	Libel			
	C) Slander	Ι))	Jingle			
97.	Who is called a	cub?					
	A) Leader wri	ter F	3)	Trainee reporter			
	C) News edite	or I))	Editor			

98.	Whi A) B) C) D)	ch of the following statement is not true? The FTII is an autonomous body under the Ministry of Information and Broadcasting of the Government of India. FTII was established as 'Film Institute of India' in 1960. FTII headquarters is in New Delhi. The FTII is a member of CILECT, an international association of film schools.				
99.	In th A) B) C) D)	e history of Doordarshan, what is the importance for the year 1993? DD started its five metro channels DD started colour transmission DD shifted into high definition DD started DTH				
100.	The A) C)	first five year plan period was 1952-1957 1953-1958	B) D)	1951-1956 None of these		
101.	The A) C)	theory of adoption of innovati Denis McQuail Harold Lasswell	on was B) D)	s developed by William F. Ogburn Everett M Rogers		
102.	Whi A) C)	ch one of the following equation Median=(mean - mode)/4 Mode=3median -2 mean	ons is t B) D)	true? Mean = 2 median -3 : Mean = 2(median-mo		
103.	Whi A) B) C) D)	ich of the following is the famous work of Wilbur Schramm? Media and Social Change Mass Media and National Development Four Theories of Development Communication Paradigm Shift in Communication				
104.	Whi A) B) C)	ch of the following statements Samuel F.B Morse invented Samuel F.B Morse invented Thomas Alva Edison invente	telegra telegra	ph in 1844 ph in 1884		

B)

D)

Edward Willis Scripps

Joseph Pulitzer

Thomas Alva Edison invented telegraph in 1884

Who formed the United Press Association?

Paul Julius Reuter

Sean McBride

D)

A)

C)

105.

106.	PA	PANA is an							
	A)	African news agency	B)	American news agency					
	C)	Australian news agency	D)	Arabian news agency					
107.	Wh	Which of the following is the news agency of Egypt?							
	A)	ALAI	B)	OANA					
	C)	MENA	D)	IRNA					
108.	Mcl	Bride Commission Report wa	s publis	shed in the year					
	A)	1982	B)	1980					
	C)	1987	D)	1970					
109.	Wh	at is the importance of 1952 i	n the hi	story of Indian media?					
	A)	The first Press Commission	was ap	ppointed in 1952					
	B)	The second Press Commiss	ion was	s appointed in 1952					
	C)	The PTI was established in	1952						
	D)	DD started transmission in	1952						
110.	Wh	Who authenticates the declaration filed by a publisher?							
	A)	Registrar of Newspapers	B)	District Magistrate					
	C)	Tehasildar	D)	Village Officer					
111.	Maı	Manu Joseph is associated with							
	A)	Tehelka	B)	Outlook					
	C)	Pioneer	D)	Open Magazine					
112.	The first issue of James Augustus Hicky's Bengal Gazette was published in								
	A)	1780	B)	1680					
	C)	1870	D)	1860					
113.	Which of the following statements is true?								
	A)	A) DAVP works under the Ministry of Information and Broadcasting							
	,	B) DAVP works under the Ministry of Telecommunication							
	C)		•	f Defense					
	D)	DAVP works independently	y						
114.	The	need hierarchy was develope	ed by						
	A)	Melwin DeFluer	B)	Abraham Maslow					
	C)	Paul Hodkinson	D)	Richard Muller					

115.		The hypodermic needle the The third person effect theory None of these	eory ory	the assumption that mass medium is the	
116.	What A) B) C) D)	The World Association of News Agencies and Federal RegulatorsThe Web Newspaper Association			
117.	Who is the chairman of Kerala Press Academy?				
	A)	M P Veerendrakumar	B)	N P Rajendran	
	C)	N Padmanabhan	D)	Thomas Jacob	
118.	Standard Deviation is				
	A)	A measure of dispersion	B)	A measure of central tendency	
	C)	A probability value	D)	A degree of freedom	
119.	An independent variable is manipulated in				
	A)	Experimental research	B)	Case study	
	C)	Ethnographic method	D)	Descriptive study	
120.	What is the Mean of the following set of scores: 100, 150, 200, 250, 300, 350?				
	A)	525	B)	500	
	C)	350	D)	225	
