1.	Name the first newspaper in India that carried an advertisement.									
	A)	The Times of India	B)	The Civil & Military Gazette						
	C)	The Calcutta Chronicle	D)	The Bengal Gazette						
2.	Wate	orgate Scandal, one of the lead	ling invo	estigative stories, was published in						
	A)	The New York Times	B)	The Washington Post						
	C)	The Wall Street Journal	D)	The Christian Science Monitor						
3.	Who	was the Indian representative	to the N	MacBride Commission?						
	A)	B G Verghese	B)	Frank Moraes						
	C)	Nihil Singh	D)	Chalapathi Rao						
4.	Whic	ch of the following newspaper	s has a ı	readers' editor?						
	A)	The Hindustan Times	B)	The Times of India						
	C)	The Hindu	D)	The Indian Express						
5.	Ident	ify the correct order of Abrah	am Mas	low's Hierarchy of Needs?						
	A)	· · · · · · · · · · · · · · · · · · ·								
	B)	Physiological, belonging, s								
	C)	Physiological, safety, self-a								
	D)	Physiological, safety, belor								
6.	One	of the following is not a gatek	eeping 1	model. Name it.						
	A)	Ball- Rokeach and Defluer	Model							
	B)	Bass' Double Action Mode	el							
	C)	White's Model								
	D)	Maletzket's Model of Mass	s Comm	unication						
7.			g daily r	newspaper in Kannada published by						
		an Herald group?	D)	V						
	A)	Prajavani	B)	Kannada Prabha						
	C)	Vijay Karnataka	D)	Kranti Kannada						
8.		•	the ma	nagement to leave the same newspaper						
		vo different occasions.		Y 1						
	A)	M J Akbar	B)	Kushwant Singh						
	C)	Vinod Mehta	D)	Arun Shourie						
9.		b Goswami is a news anchor								
	A)	Times Now	B)	NDTV						
	C)	CNN-IBN	D)	Aaj Tak						

10.		ters Without Borders (RWB), om of information and freedom		nisation that promotes and defends the ss, is headquartered in
	A)	UK	B)	France
	C)	Denmark	D)	Sweden
11.		among the following has not w		
	A)	Satyajit Ray	B)	Amitabh Bachchan
	C)	Bhanu Athaia	D)	Resul Pookutty
12.		the editor in chief of <i>Charlie</i> magazine in 2015.	Hebdo	who was shot dead in the Paris office
	A)	Philippe Honoré	B)	Bernard Maris
	C)	Mustapha Ourrad	D)	Stéphane Charbonnier
13.	Unme	diated is a column that feature	s in the	Frontline. Identify the columnist.
	A)	Sashikumar	B)	K Satchidanandan
	C)	Sevanti Ninan	D)	Kalpana Sharma
14.	When	do we celebrate the World Ra	dio Day	y?
	A)	February 10	B)	February 11
	C)	February 12	D)	February 13
15.	Who d	directed the film <i>PK</i> ?		
	A)	Rajkumar Hirani	B)	Aamir Khan
	C)	Karan Johar	D)	Vishal Bhardwaj
16.	Accor	eding to Aristotle's Rhetoric, co	ommun	ication strategy involves appealing to
	A)	Pathos	B)	Ethos
	C)	Logos	D)	All of these
17.		among the following has perfor and producer of a film?	rmed tr	iple responsibilities such as director,
	A)	Akira Kurosawa	B)	James Cameron
	C)	Steven Spielberg	D)	Stanley Kubrick
18.	Rack	focus in film production mean	S	
	A)	Camera platform movement movement	to angle	e up or angle down in a continuous
	B)	Continuous movement of a c	amera	
	C)	Deliberate change of focus fi		e object to another
	D)	Changing the focal length du		
19.	Makir	ng Sense of Television is a boo	k bv	
- *	A)	Sonia Livingstone	B)	Robert C Allen
	C)	David Morley	D)	David Gauntlett

20.	Beam	splitter or prism block is an in	tegral p	art of a	/an		
	A)	Edit suit	B)	Lighti	ng consoles		
	C)	TV camera	D)		control unit		
21.	What	is the normal aspect ratio of H	DTV?				
	A)	16 x 9	B)	16 x 1	0		
	C)	16 x 11	D)	16 x 1	2		
22.		pace left in front of a person localised as	oking o	r pointi	ng towards the	edge of	f a screen
	A)	Headroom	B)	Nose	room		
	C)	Lead room	D)		of these		
23.	The st	andard unit/s of measuring ligh	ht inten	sitv for	a television pro	oduction	n is/are
	A)	Lux	B)	-	andles		
	C)	Both of these	D)		of these		
24.	remain	ng the foreground figures with ning dark is described as				the back	kground
	A)	Cameo lighting	B)	Fill lig	ght		
	C)	Key light	D)	Silhou	iette		
25.		of the following is an OOH a					
	A)	Pop-up	B)	Billbo	ard		
	C)	Classified	D)	Consu	mer ad		
26.	crore s	ding to the Company's Act of should spend per cent of rate Social Responsibility (CS	the last				
	A)	2 B) 3	K).	C)	4	D)	5
27.	Social A) B) C) D)	marketing refers to promoting Products for specific societie Goods and services for the w E-governance Social causes and ideals	S		ociety		
28.	-	allising Public Opinion is writt	-				
	A)	Ivy Lee	B)		A Cutlip		
	C)	Edward Bernays	D)	Allen	H Center		
29.	A) B) C)	Handing over a strike notice Face to face interaction Take it or leave it			مانات. مانات		
	D)	Last minute conciliatory talk	to with	araw a	SITIKE		

30.	Which A)	n of the followin PTI	g news B)	agenci UNI	es is the	oldest' C)	? AP	D)	AFP
31.	Case s A) C)	study is an exam Qualitative Hybrid	ple of	re	esearch B) D)	Quanti Experi	itative imental		
32.		graphy is a stud Democracy Voters	y of		B) D)	Popula TV au	ation		
33.		al Communication that controls elected UN						nt regulator D)	y body of EU
34.	The te A) C)	erm gatekeeper i Bruce H West Kurt Lewin		commu	unication B) D)	Malco	ch was firs m S Macle r Schramm	ean	′
35.	Which A) B) C) D)	select a proble and analyse the Select a proble and analyse the Select a proble and analyse the Select a proble determine reserve Develop a hype and analyse the select analyse the select a proble determine reserve to the select a proble determine reserve to the select analyse the select a proble determine reserve to the select analyse	em, dete e data em, dev e data em, dev earch de othesis	ermine relop a lesign	research hypothes hypothes	design sis, dete	ermine rese	earch desigr	n, collect
36.	The va A) C)	ariable that is sy Dependent Discreet	stemat	ically va	aried by B) D)	Indepe		lled	
37.		tological Ethical JS Mill Immanuel Kar	•	y is asso		John N			
38.	The ra A) C)	anking of the cri Nominal level Ordinal level		aying na	ations is B) D)		al level		
39.	Which A) C)	of the followin Survey Ethnography	ig resea	rch met	thodolog B) D)		nt analysis	coder reliat	oility?

40.	AMIC (Asian Media Information and Communication Centre) is based in							
	A)	Thailand	B)	Singapore				
	C)	Sri Lanka	D)	Nepal				
41.		t allows researchers to in sample.	vestigate the	effects of one independent variable on				
	A)	One	B)	Two				
	C)	Three	D)	All of these				
42.		epts such as Ideological S		tus (ISA) and Repressive State Apparatus				
	(NS)	Noam Chomsky	B)	Jacques Lacan				
	C)	•	D)	•				
43.	Rola	nd Barthes' second order	of significati	on is				
	A)	Connotation	B)	Denotation				
	C)	Validation	D)	None of these				
44.	Who A) B) C) D)	advanced the Cognitive l Charles Osgood and Po Shah and Macomb Leon Festinger Carl Rogers						
45.	-	process of assuming a difference of assuming a difference encoder is described as		ng by the decoder from the one intended				
	A)	Dominant reading	B)	Negotiated reading				
	C)	Aberrant reading	D)	None of these				
46.	Miners' Radio Station, an alternative media of social communication, emerged in							
	A)	Bolivia	B)	Argentina				
	C)	Brazil	D)	Mexico				
47.	Our Village Chhatera was a column written by B G Verghese in							
		The Times of India						
	C)	The Pioneer	D)	None of these				
48.				ely associated with				
	A)	Antonio Gramsci	B)	Terry Eagleton				
	C)	Levi Strauss	D)	Stuart Hall				
49.		t in March 2015? Section 66 A of IT Act Section 66 A of IT Act Section 66 A of IT Act	t and section t and section t and section	108 D of the Kerala Police Act 118 D of the Kerala Police Act 138 D of the Kerala Police Act 138 D of the Kerala Police Act 148 D of the Kerala Police Act				

50.				oes not have a centre in one of the
	A)	ving places. Identify the place Dhenkanal	э. В)	Shillong
	C)	Amaravati	D)	Kottayam
51.	Whiel	h of the following is not a me	thad ass	conjuted with press agency?
31.		Staged events	B)	Publicity stunts
	A) C)	Faux rallies	Б) D)	Faux pas
	C)	raux rames	D)	raux pas
52.		net' is a		
	A)	PR news wire	. 1 1.	
	B)	International network of PR		
	C)			rnet
	D)	Network of PR professiona	I in UK	
53.	Identi	fy the Kerala based advertising	ng agen	•
	A)		B)	Mudra
	C)	Saatchi & Saatchi	D)	Jelitta
54.	Effort	s by an organization or indivi	iduals to	avoid answering questions posed by
	news	reporters are described as		
	A)	Puffery	B)	Ghosting
	C)	Sandbagging	D)	Goldbricking
55.	'Vrith	antha Pathrapravarthanam'	is a boo	k authored by
	A)	T. Venugopalan		•
	B)			
	C)	Swadeshabhimani Ramakri	shna Pil	llai
	D)	N.N. Satyavritan		
56.	Name	the first non-Congress Infor	nation a	and Broadcasting Minister in the Union
	Cabin			8
	A)	A B Vajpayee	B)	L K Advani
	C)	Sushma Swaraj	D)	Arun Jaitely
57.	A sma	all microphone that can be cli	nned or	nto clothing is called
	A)	Fishpole	B)	Shotgun
	C)	Lavaliere	D)	Cardioid
58.	Choos	se the correct chronological o	rder of	Malayalam television channels.
	A)	Asianet, Surya, Jeevan, Kai		
	B)	Asianet, Surya, Kairali, Jee		
	C)	Asianet, Surya, Kairali, Ind		on
	D)	Asianet, Surya, Jeevan, Ind		
59.	Short	sentences used in a television	/radio s	script to hold the audience attention just
- / •		e a commercial break is called		r
	A)	Lead-in	B)	Wraparound
	C)	Teaser	D)	None of these

60.	Pad copy in radio news bulletin means									
	A) Unimportant news copy for use near the end of a newscast if needed to fill									
		time								
	B)	The line or two of a news story								
	Ć)	Arrangements of news st		newscast						
	D)			ntil the middle or end of a newscast						
61.	A vic	A video shot used to avoid a jump cut is described as								
	A)	Cut off	B)	Breaker						
	C)	Crash	D)	Cutaway						
62.	What	t is the correct expansion of								
	A)	Light Energy-saving Dev	vice							
	B)	Light Emitting Diode								
	C)									
	D)	Light Emitting Device								
63.	The t	The three primary colours used in video processing are								
	A)	Red, green, black	B)	Red, black, yellow						
	C)	Red, black, magenta	D)	Red, blue, green						
64.		Which of the following city did not have a radio station at the time of								
	indep	pendence?								
	A)	Lucknow	B)	Baroda						
	C)	Tiruchirapally	D)	Bombay						
65.	Тата	asha is a famous folk theatr	e of							
	A)	Gujarat	B)	Bengal						
	C)	Maharashtra	D)	Tamil Nadu						
66.	Netw		_	p in India, was recently taken over by						
	A)	Mukesh Ambani	B)	Aditya Birla						
	C)	Gautam Adani	D)	Kalanidhi Maran						
67.	Who is the founder editor of Swadeshabhimani?									
	A)	Ramakrishna Pillai	B)	A Balakrishna Pillai						
	C)	C V Kunhiraman	D)	None of these						
68.	Who	played the lead role in the	film <i>Bandi</i>	t Queen?						
	A)	Kankana Sen	B)	Aparna Sen						
	C)	Seema Biswas	D)	Nandita Das						
69.		vattam, a National Award wattion of Shakespeare's	_	layalam movie directed by Jayaraj, is an						
	A)	Macbeth	B)	Julius Caesar						
	C)	Romeo and Juliet	D)	Othello						

/0.		the movie that is announced in		_	ne best	ieature	film in the 62 ^m	Nation	iai Film
	A)	Queen			B)	Ottal			
	C)	Court			D)	Mary l	Kom		
71.	Who h	osts <i>Devil's Aa</i>	lvocate,	a famo	us telev	rision in	terview?		
	A)	Burkha Dutt			B)	Arnab	Goswami		
	C)	Prannoy Roy			D)	Karan	Thapar		
72.	Which Award	of the followings?	ng actor	s has no	ot won t	he best	actor award in	the Nat	ional Film
	A)	P J Antony			B)	Thilak	an		
	C)	Premji			D)	Suresh	Gopi		
73.	The ex A) B) C) D)	An idler who A person who A person who A lazy person	spends l spends spends	hours or much to much to	n watch ime on ime bef	ing tele listening ore a co	vision g to music omputer		
74.	Which	of the following	no is not	t a radio	-editing	softwa	are?		
,	A)	Logic Pro	15 15 110	i a radio	B)	Cubase			
	C)	Sound Forge			D)		Sound		
75.	When	was the radio s	ervice i	n India	rename	d as All	India Radio (A	AIR)?	
75.	A)	1932	B)	1934	remanne	C)	1936	D)	1938
76.	As on	31, December 2	2014 A1	ll India l	Radio h	as	broadcasting	station	S
	A)	314	B)	414		C)	514	D)	614
77.		station is All I	ndia Ra	dio's fir	st FM s				
	A)	Kochi			B)	Anantl	•		
	C)	Devikulam			D)	Kannu	r		
78.		, a bilingual mo			s presei	ntly pub	olished by		
	A)	Kerala Press A							
	B)	Indian Newsp		•	1: . 4 .	_			
	C)	Kerala Union		_	arnansis	8			
	D)	Kerala Media	Acaden	пу					
79.		the first Malay		wspape				tion.	
	A)	Malayala Mar			B)		ubhumi 		
	C)	Kerala Kaumi	иат		D)	Deepil	ка		
80.		of the following	ng is an	exampl	e of hot	media	as envisaged b	y Marsh	ıall
	McLul	nan? Radio	B)	Teleph	one	C)	Television	D)	Cartoon
	11)	Nuulo	D)	reichi	OHC	\sim	1 010 1 131011	D)	Cu1 10011

81.	Byte	is a unit of	bits							
	A)	4	B)	8		C)	12	D)	16	
82.		een minute tele					, 80,000/- (0	one lakh ei	ghty	
		and). What is the				PM)?				
	A)	08,000	B)	12,00	0	C)	16,000	D)	20,000	
83.		of the following S). Identify it.	g public	ations is	s not as	sociated	d with Basel	Mission S	ociety	
	A)	Keralopakari	i		B)	Pasc	himodayam			
	C)	Jnana Nikshe	грат		D)	Rajya	asamacharai	m		
84.		Which of the following film certifications are issuedby the Central Board of Film Certification?								
		U, U/A, A, G	1		B)	11 11	/A, A, AA			
						-				
	C)	U, U/A, A, P	G		D)	0, 0	/A, A, S			
85.	The F	Press Council of	f India ((PCI) is	a	- memb	er body excl	luding the	chairman	
	A)	27	B)	28		C)	29	D)	30	
86.	Name	e the largest rea	d news	paper in	India.					
	A)	The Times of			B)	Mala	yala Manor	ата		
	C)	Dainik Jagra			Ď)		ik Bhaskar			
87.	Bloor	nberg primarily	provid	les news	s on					
	A)	Business affa			B)		ical affairs			
	C)	Defense matt	ters		Ď)	Inter	national mat	ters		
88.	India	India's first television serial <i>Humlog</i> was modeled after								
	A)	US soap oper		•	B)		ilian telenov			
	C)	Peruvian tele		Į.	D)		sh soap oper			
89.	'Heav	yy viewers' is a	concer	ot associ	ated w	ith				
	A)	Agenda Setti			B)		ption Analys	sis		
	C)	Cultivation A			Ď)		of Silence			
90.	Who	headed the seco	and Dre	ss Comi	missior	of Indi	ia?			
70.	A)	Justice G N F			B)		ce K K Math	ew		
	C)	Justice R S S		-	D)		ce J R Mudh			
	C)	Justice R 5 5	ai Kai ia		D)	Justin	oc y ix iviudii	Oikai		
91.		zontal concentra		media o	owners	hip mea	ns			
	A)	Cross media		, ,		00	. 2		•	
	B)	Ownership the distribution	nat exte	nds thro	ugh di	tterent s	stages of pro-	duction an	d	
	C)	Merger of co	mpeting	g media	institu	tions				
	D)	Different med					l by the same	e firm		

92.	Goldo A) B) C) D)	en Pen of Freedom Aw Reporters without B International Associ Asian College of Jou WAN-IFRA	orders ation of Press (•	
93.	The h	neadquarters of the Inte Paris Washington	ernational Press B) D)	Institute is in Berlin Vienna	
94.		ewine in Public Relation Formal communicat Informal network of Formal communicat Organisational communicat	ons refers to: ion among the communicatio ion among the	external public n internal public	
95.	JPEG A) C)	is a digital compression Data Moving images	on standard for B) D)	Still images All of these	
96.	Whic A) C)	h of the following is no Dissolve Wipe	ot a transition of B) D)	levice in television Fade Pan	n programme?
97.	Quee A) C)	r approaches to common Dalits Gays and lesbians	unication studion B) D)	es generally deal w Migrants Expatriates	vith
98.	Identi A) C)	ify the phrase that does Free gift Newly created	s not have redu B) D)	True facts	
99.	A)	pasic perspective of Par Democratic Liberation	B)	evelopment is Participatory Critical	·
100.	AIDA A) B) C) D)	A stands for Attention, Interest, I Action, Interest, Des Attraction, Intention Attention, Intention, I	sire and Attract , Desire and A	ion ction	
101.	A san A) C)	nple deliberately chose Random sample Convenience sample	B)	entative of a popula Purposive samp Quota sample	
102.	The FA)	Right to Information A 2004 B)	ct (RTI Act) w 2005	as passed by the Pa	arliament in D) 2007

103.		ay to the edge of the page with		news paper or magazine that extends all argin.
	A)	Bleed	B)	Agate Line
	C)	Billboard	D)	Gutter
104.	What A) B) C) D)	is the importance of 1982 in t Doordarshan delinked from <i>Ramayan</i> serial launched Switched over to colour tran Prasar Bharati Bill introduce	AIR nsmissio	on
105.	InDes A) B) C) D)	Video editing software Newspaper layout software Audio editing software Web designing software		
106.		revolutionized cinema from boof medium?	eing a p	hotoplay to a mass medium in the early
	A)	Edwin S Potter	B)	Lumiere Brothers
	C)	Thomas Edison	D)	Georges Melies
107.	Style	book in a media organisation	is prima	arily intended to ensure
	A)	Impartiality	B)	Consistency
	C)	Balance	D)	Accuracy
108.	Who	bought WhatsApp recently?		
	A)	Google	B)	Yahoo
	C)	Facebook	D)	AOL
109.	ASCI	is a body of advertisi	ng in Ir	ndia.
	A)	Monitoring	B)	Statutory
	C)	Professional	D)	All of these
110.	Breat	hless is considered to be a/an		
	A)	French new wave film	B)	German surrealist film
	C)	Italian neorealist film	D)	American new wave film
111.	What A) B) C) D)	is proxemics? Study of eye behavior Study of space in communic Study of touching Study of body movements	eation	
112.	The n	ame that is most associated w	ith Wik	iLeaks is
	A)	Richard Stallman	B)	Julian Assange
	C)	Tim Bernet	D)	Bill Gates

113.	Whicl	h of the following is not a sele	ctive the	eory of media?
	A)	Selective retention	B)	
	C)	Selective perception	D)	Selective forgetting
114.	Media	a act as a servant of the State in	n	
	A)	Libertarian Theory	B)	Democratic Participant Theory
	C)	Authoritarian Theory	D)	Development Theory
115.	Who a	among the following was not a	a Chairp	person of the Press Council of India?
	A)	Justice Markandey Katju	B)	Justice R Jayachandra Reddy
	C)	Justice P B Sawant	D)	Justice J S Verma
116.	Who a	are generally described as the	unsung	heroes of a newspaper?
	A)	Reporters	B)	Sub editors
	C)	News editors	D)	Photographers
117.		h of the following newspaper precently?	oublishe	ed by Rupert Murdoch was closed
	A)	•	B)	Australia Post
	C)	Mirror	D)	News of the World
118.	Who a	among the following was a no	ted carte	oonist?
	A)		B)	Jug Suraiyya
	C)	T J S George	D)	Pothan Joseph
119.	Invert	ed pyramid style of reporting	emerge	d during
	A)	American Civil War	В)	
	C)	Russian Revolution	D)	
120.	Whiel	h of the following English new	spaper	is not published from Kerala?
	A)	Deccan Chronicle	B)	
	C)	Deccan Herald	D)	The New Indian Express