

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. *Watergate Scandal*, one of the leading investigative 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 MacBride Commission?
A) B G Verghese B) Frank Moraes
C) Nihil Singh D) Chalapathi Rao
4. Which of the following newspapers has a readers' editor?
A) *The Hindustan Times* B) *The Times of India*
C) *The Hindu* D) *The Indian Express*
5. Identify the correct order of Abraham Maslow's Hierarchy of Needs?
A) Psychological, safety, belonging, esteem, self-actualization
B) Physiological, belonging, safety, self-actualization, esteem
C) Physiological, safety, self-actualization, belonging, esteem
D) Physiological, safety, belonging, esteem, self-actualization
6. One of the following is not a gatekeeping model. Name it.
A) Ball- Rokeach and DeFluer Model
B) Bass' Double Action Model
C) White's Model
D) Maletzket's Model of Mass Communication
7. Which of the following is a leading daily newspaper in Kannada published by *Deccan Herald* group?
A) *Prajavani* B) *Kannada Prabha*
C) *Vijay Karnataka* D) *Kranti Kannada*
8. Name the editor who was asked by the management to leave the same newspaper on two different occasions.
A) M J Akbar B) Kushwant Singh
C) Vinod Mehta D) Arun Shourie
9. Arnab Goswami is a news anchor of-----
A) Times Now B) NDTV
C) CNN-IBN D) Aaj Tak

10. *Reporters Without Borders* (RWB), an organisation that promotes and defends the freedom of information and freedom of press, is headquartered in-----
 A) UK B) France
 C) Denmark D) Sweden
11. Who among the following has not won an Oscar Award?
 A) Satyajit Ray B) Amitabh Bachchan
 C) Bhanu Athaiya D) Resul Pookutty
12. Name the editor in chief of *Charlie Hebdo* who was shot dead in the Paris office of the magazine in 2015.
 A) Philippe Honoré B) Bernard Maris
 C) Mustapha Ourrad D) Stéphane Charbonnier
13. *Unmediated* is a column that features in the *Frontline*. Identify the columnist.
 A) Sashikumar B) K Satchidanandan
 C) Sevanti Ninan D) Kalpana Sharma
14. When do we celebrate the World Radio Day?
 A) February 10 B) February 11
 C) February 12 D) February 13
15. Who directed the film *PK*?
 A) Rajkumar Hirani B) Aamir Khan
 C) Karan Johar D) Vishal Bhardwaj
16. According to Aristotle's *Rhetoric*, communication strategy involves appealing to
 A) Pathos B) Ethos
 C) Logos D) All of these
17. Who among the following has performed triple responsibilities such as director, writer and producer of a film?
 A) Akira Kurosawa B) James Cameron
 C) Steven Spielberg D) Stanley Kubrick
18. Rack focus in film production means
 A) Camera platform movement to angle up or angle down in a continuous movement
 B) Continuous movement of a camera
 C) Deliberate change of focus from one object to another
 D) Changing the focal length during a shot
19. *Making Sense of Television* is a book by -----
 A) Sonia Livingstone B) Robert C Allen
 C) David Morley D) David Gauntlett

30. Which of the following news agencies is the oldest?
 A) PTI B) UNI C) AP D) AFP
31. Case study is an example of ----- research
 A) Qualitative B) Quantitative
 C) Hybrid D) Experimental
32. Demography is a study of
 A) Democracy B) Population
 C) Voters D) TV audience
33. Federal Communications Commission (FCC) is an independent regulatory body of -----that controls electronic forms of communication.
 A) UN B) USA C) UK D) EU
34. The term gatekeeper in mass communication research was first coined by -----
 A) Bruce H Westly B) Malcom S Maclean
 C) Kurt Lewin D) Wilbur Schramm
35. Which of the following is a normal research procedure?
 A) Select a problem, determine research design, develop a hypothesis, collect and analyse the data
 B) Select a problem, develop a hypothesis, determine research design, collect and analyse the data
 C) Select a problem, develop a hypothesis, collect and analyse the data, determine research design
 D) Develop a hypothesis, select a problem, determine research design, collect and analyse the data
36. The variable that is systematically varied by a researcher is called -----
 A) Dependent B) Independent
 C) Discreet D) None of these
37. Deontological Ethical Theory is associated with -----
 A) JS Mill B) John Milton
 C) Immanuel Kant D) Bertrand Russell
38. The ranking of the cricket playing nations is measured at the -----
 A) Nominal level B) Interval level
 C) Ordinal level D) Ratio level
39. Which of the following research methodology will need inter-coder reliability?
 A) Survey B) Content analysis
 C) Ethnography D) Focus group

40. AMIC (Asian Media Information and Communication Centre) is based in
 A) Thailand B) Singapore
 C) Sri Lanka D) Nepal
41. T-test allows researchers to investigate the effects of one independent variable on
 ----- sample.
 A) One B) Two
 C) Three D) All of these
42. Concepts such as Ideological State Apparatus (ISA) and Repressive State Apparatus
 (RSA) were proposed by -----
 A) Noam Chomsky B) Jacques Lacan
 C) Jacques Derrida D) Louis Althusser
43. Roland Barthes' second order of signification is -----
 A) Connotation B) Denotation
 C) Validation D) None of these
44. Who advanced the Cognitive Dissonance Theory?
 A) Charles Osgood and Percy Tennenbaum
 B) Shah and Macomb
 C) Leon Festinger
 D) Carl Rogers
45. The process of assuming a different meaning by the decoder from the one intended
 by the encoder is described as -----
 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 Chhatra* was a column written by B G Verghese in -----
 A) *The Times of India* B) *The Statesman*
 C) *The Pioneer* D) None of these
48. The theory of Cultural Hegemony was largely associated with -----
 A) Antonio Gramsci B) Terry Eagleton
 C) Levi Strauss D) Stuart Hall
49. Which of the following sections were declared unconstitutional by the Supreme
 Court in March 2015?
 A) Section 66 A of IT Act and section 108 D of the Kerala Police Act
 B) Section 66 A of IT Act and section 118 D of the Kerala Police Act
 C) Section 66 A of IT Act and section 138 D of the Kerala Police Act
 D) Section 66 A of IT Act and section 148 D of the Kerala Police Act

81. Byte is a unit of ----- bits
 A) 4 B) 8 C) 12 D) 16
82. A fifteen minute television programme costs Rs. 1, 80,000/- (one lakh eighty thousand). What is the cost per minute (CPM)?
 A) 08,000 B) 12,000 C) 16,000 D) 20,000
83. One of the following publications is not associated with Basel Mission Society (BMS). Identify it.
 A) *Keralopakari* B) *Paschimodayam*
 C) *Jnana Nikshepam* D) *Rajyasamacharam*
84. Which of the following film certifications are issued by the Central Board of Film Certification?
 A) U, U/A, A, G B) U, U/A, A, AA
 C) U, U/A, A, PG D) U, U/A, A, S
85. The Press Council of India (PCI) is a ----- member body excluding the chairman.
 A) 27 B) 28 C) 29 D) 30
86. Name the largest read newspaper in India.
 A) *The Times of India* B) *Malayala Manorama*
 C) *Dainik Jagran* D) *Dainik Bhaskar*
87. *Bloomberg* primarily provides news on -----
 A) Business affairs B) Political affairs
 C) Defense matters D) International matters
88. India's first television serial *Humlog* was modeled after -----
 A) US soap operas B) Brazilian telenovela
 C) Peruvian telenovella D) British soap operas
89. 'Heavy viewers' is a concept associated with -----
 A) Agenda Setting Theory B) Reception Analysis
 C) Cultivation Analyses D) Spiral of Silence Theory
90. Who headed the second Press Commission of India?
 A) Justice G N Rajyadhyksha B) Justice K K Mathew
 C) Justice R S Sarkaria D) Justice J R Mudholkar
91. Horizontal concentration of media ownership means -----
 A) Cross media tie-ups
 B) Ownership that extends through different stages of production and distribution
 C) Merger of competing media institutions
 D) Different media being owned and operated by the same firm

92. Golden Pen of Freedom Award is instituted by -----
 A) Reporters without Borders
 B) International Association of Press Council
 C) Asian College of Journalism
 D) WAN-IFRA
93. The headquarters of the International Press Institute is in -----
 A) Paris
 B) Berlin
 C) Washington
 D) Vienna
94. Grapevine in Public Relations refers to:
 A) Formal communication among the external public
 B) Informal network of communication
 C) Formal communication among the internal public
 D) Organisational communication in a corporation
95. JPEG is a digital compression standard for
 A) Data
 B) Still images
 C) Moving images
 D) All of these
96. Which of the following is not a transition device in television programme?
 A) Dissolve
 B) Fade
 C) Wipe
 D) Pan
97. Queer approaches to communication studies generally deal with -----
 A) Dalits
 B) Migrants
 C) Gays and lesbians
 D) Expatriates
98. Identify the phrase that does not have redundant words:
 A) Free gift
 B) True facts
 C) Newly created
 D) Two gunmen
99. The basic perspective of Paolo Freire on development is -----
 A) Democratic
 B) Participatory
 C) Liberation
 D) Critical
100. AIDA stands for
 A) Attention, Interest, Desire, and Action
 B) Action, Interest, Desire and Attraction
 C) Attraction, Intention, Desire and Action
 D) Attention, Intention, Desire and Action
101. A sample deliberately chosen to be representative of a population is known as-----
 A) Random sample
 B) Purposive sample
 C) Convenience sample
 D) Quota sample
102. The Right to Information Act (RTI Act) was passed by the Parliament in -----
 A) 2004
 B) 2005
 C) 2006
 D) 2007

113. Which of the following is not a selective theory of media?
A) Selective retention B) Selective exposure
C) Selective perception D) Selective forgetting
114. Media act as a servant of the State in -----
A) Libertarian Theory B) Democratic Participant Theory
C) Authoritarian Theory D) Development Theory
115. Who among the following was not a Chairperson 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 are generally described as the unsung heroes of a newspaper?
A) Reporters B) Sub editors
C) News editors D) Photographers
117. Which of the following newspaper published by Rupert Murdoch was closed down recently?
A) Sun B) Australia Post
C) Mirror D) News of the World
118. Who among the following was a noted cartoonist?
A) Bal Thackeray B) Jug Suraiyya
C) T J S George D) Pothan Joseph
119. Inverted pyramid style of reporting emerged during -----
A) American Civil War B) Falkland War
C) Russian Revolution D) French Revolution
120. Which of the following English newspaper is not published from Kerala?
A) *Deccan Chronicle* B) *The Times of India*
C) *Deccan Herald* D) *The New Indian Express*
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