

10. Identify the correct chronological sequence of the year of starting of the following Malayalam newspapers.
- | | |
|-----------------------------|-----------------------|
| 1) <i>Malayala Manorama</i> | 2) <i>Mathrubhumi</i> |
| 3) <i>Kerala Kaumudi</i> | 4) <i>Deepika</i> |
- A) 1 – 2 – 4 – 3 B) 1 – 4 – 2 – 3 C) 2 – 1 – 3 – 4 D) 4 – 1 – 3 – 2
11. Advertisements of the Government of India are issued through:
- A) The Press Council
B) The Publication Division
C) Press Information Bureau
D) Directorate of Advertising and Visual Publicity
12. 'News 18 Kerala' the Malayalam news channel launched in July 2016 is a part of 'Network 18' owned and operated by:
- | | |
|----------------|------------------------|
| A) Times Group | B) Reliance Industries |
| C) NDTV Group | D) Jupiter Media |
13. The primary colours of light are:
- | | |
|-------------------------|-----------------------------|
| A) Red, blue and yellow | B) Blue, green and magenta |
| C) Red, green and blue | D) Yellow, cyan and magenta |
14. Identify the correct statement/s:
- Statement I:** Article 19(1) a. of the Indian Constitution guarantees to all citizens freedom of speech and expression.
Statement II: Constitution of India does not specifically mention freedom of the Press.
- | | |
|-----------------------------------|---------------------------|
| A) I is correct , II is incorrect | B) I and II are correct |
| C) I is incorrect, II is correct | D) I and II are incorrect |
15. The largest professional networking service on the Internet is
- A) Facebook B) Twitter C) WhatsApp D) LinkedIn
16. Match the periodicals in **Group A** with their periodicity in **Group B**
- | | |
|-------------------------------|----------------|
| Group A | Group B |
| a) <i>Frontline</i> | 1) Weekly |
| b) <i>India Today</i> | 2) Fortnightly |
| c) <i>Reader's Digest</i> | 3) Bi-monthly |
| d) <i>Indian Horticulture</i> | 4) Monthly |
- A) a – 2, b – 3, c – 1, d – 4 B) a – 2, b – 1, c – 4, d – 3
C) a – 3, b – 2, c – 4, d – 1 D) a – 1, b – 2, c – 3, d – 4
17. Right to Information Act (RTI) was passed by the Indian Parliament in:
- A) 1955 B) 1983 C) 2002 D) 2005

18. In the area of nonverbal communication, 'Proxemics' is
- the study of eye contact
 - the study of tone of voice, volume, timbre and speed
 - the study of use of time
 - the study of how people use and perceive physical space
19. Match the newspapers in **Group A** with the countries in **Group B**
- | <u>Group A</u> | | <u>Group B</u> | |
|----------------|---------------------------|----------------|----------------|
| 1. | <i>National Post</i> | a) | China |
| 2. | <i>Dawn</i> | b) | United Kingdom |
| 3. | <i>The Sun</i> | c) | Pakistan |
| 4. | <i>The People's Daily</i> | d) | Canada |
- A) 1 – b, 2 – c, 3 – d, 4 – a B) 1 – a, 2 – c, 3 – b, 4 – d
 C) 1 – d, 2 – a, 3 – c, 4 – b D) 1 – d, 2 – b, 3 – c, 4 – a
20. **Internet.org** was launched on
- 20 August 2013
 - 24 February 2014
 - 11 September 2013
 - 27 March 2014
21. Match the films in Group A with the filmmakers in Group B
- | <u>Group A</u> | | <u>Group B</u> | |
|----------------|-------------------------|----------------|-------------------|
| 1. | <i>Throne of Blood</i> | a) | Vittorio De Sica |
| 2. | <i>The 400 Blows</i> | b) | Akira Kurosawa |
| 3. | <i>Umberto D.</i> | c) | Steven Spielberg |
| 4. | <i>Schindler's List</i> | d) | Francois Truffaut |
- A) 1 – a, 2 – c, 3 – d, 4 – b B) 1 – b, 2 – d, 3 – a, 4 – c
 C) 1 – d, 2 – a, 3 – c, 4 – b D) 1 – b, 2 – c, 3 – a, 4 – d
22. Identify the chronological order of the following media laws in India
- The Cinematograph Act
 - The Young Persons (Harmful Publications) Act
 - The Press and Registration of Books Act
 - The Drugs and Magic Remedies (Objectionable Advertisements) Act
- A) 2 – 3 – 1 – 4 B) 3 – 2 – 4 – 1 C) 3 – 1 – 4 – 2 D) 4 – 2 – 3 – 1
23. In Longitudinal study
- data are gathered for the same subjects repeatedly over a period of time
 - the same individuals are observed over the study period
 - data collected from a population at a specific point in time is analyzed
 - same setting is studied repeatedly in order to observe change in detail
24. The area in which all objects located at different distances from the camera appear in focus is known as
- Scanning area
 - Field of view
 - Depth of field
 - Cyclorama

25. At the 47th Kerala State Film Awards (for the year 2016) Best Director Award was won by
 A) Shyamaprasad B) Sanal Kumar Sasidharan
 C) Vidhu Vincent D) Martin Prakkat
26. The quote “Advertising is the greatest art form of the 20th century” is attributed to
 A) Wilbur Schramm B) Marshall McLuhan
 C) Kurt Levin D) Bernard Berelson
27. The analogue video format used for television transmission in India was
 A) NTSC B) PAL C) SECAM D) MESECAM
28. The designation of the journalist who performs the duties and functions of the Editor, at a centre other than the headquarters of the newspaper is
 A) Resident Editor B) Joint Editor
 C) Associate Editor D) Deputy Editor
29. ‘Munshi’, the popular satirical tele-strip in the Asianet news channel is directed by
 A) Johny Lukose B) George Pulickan
 C) Dayana Silvester D) Anil Banerjee
30. The loudness of sound is measured in
 A) Lumen B) Lux C) Kelvin D) Decibels
31. ‘Tamasha’ is a traditional folk theatre form of
 A) Rajasthan B) Madhya Pradesh
 C) Maharashtra D) Andhra Pradesh
32. *The National Herald* newspaper was started in 1938 by:
 A) Jawaharlal Nehru B) Mahatma Gandhi
 C) Bal Gangadhar Tilak D) M. Chalapathi Rau
33. **Assertion (A) :** Source/sender of a message encodes the information , taking into consideration the frame of reference of the receiver.
Reason (R): Communication is a two-way process in which the sender simulates meaning in the mind of the receiver.
- A) Both (A) and (R) are correct B) Both (A) and (R) are incorrect
 C) (A) is correct and (R) is incorrect D) (A) is incorrect, but (R) is correct
34. Match the theories in **Group A** with the communication scholars in **Group B**:
- | Group A | Group B |
|----------------------------------|-----------------------|
| 1. Uses and Gratification Theory | a) Leon Festinger |
| 2. Knowledge Gap Theory | b) Elihu Katz |
| 3. Media Dependency Theory | c) Melvin DeFleur |
| 4. Cognitive Dissonance Theory | d) Philip J. Tichenor |
- A) 1 – b, 2 – a, 3 – d, 4 – c B) 1 – a, 2 – c, 3 – b, 4 – d
 C) 1 – b, 2 – d, 3 – c, 4 – a D) 1 – c, 2 – b, 3 – a, 4 – d

35. "The central dilemma in Journalism is that you don't know what you don't know." Who said it?
 A) Oprah Winfrey B) Dan Rather
 C) Walter Cronkite D) Bob Woodward
36. Willful disobedience to any judgment, decree, direction, writ or other process of a court or willful breach of an understanding given to a court is
 A) Civil contempt B) Criminal contempt
 C) Direct contempt D) Libel
37. Which among the following is a feature length documentary film directed by Gemma Atwal?
 A) *In the Name of God* B) *Marathon Boy*
 C) *Baraka* D) *Born into Brothels*
38. Point of view shot (POV) is
 A) A shot in which the camera looks down on the subject
 B) A shot that remains close enough to the character to capture the emotion
 C) A shot in an angle that shows what the character is looking at
 D) A technique for filming interactions between two people in which the camera looks at them alternately
39. An individual's distinctive and unique use of language is called
 A) Dialect B) Sociolect C) Idiolect D) Ethnolect
40. Identify the correct statement/s:
Statement I: The Press Council of India was constituted on 4th July 1966 as an autonomous, statutory and quasi-judicial body.
Statement II: The Press Council was revamped in 1979 on the recommendation of the Second Press commission
- A) I is correct, but II is incorrect B) Both I and II are correct
 C) I is incorrect, but II is correct D) Both I and II are incorrect
41. Match the FM radio stations in **Group A** with their owners in **Group B**:
- | <u>Group A</u> | <u>Group B</u> |
|-----------------|----------------------------|
| 1. Radio Mango | a) Sun Network |
| 2. Radio Mirchi | b) Mathrubhumi |
| 3. Club FM | c) Times Group |
| 4. Red FM | d) Malayala Manorama Group |
- A) 1 – c, 2 – d, 3 – a, 4 – b B) 1 – d, 2 – c, 3 – b, 4 – a
 C) 1 – a, 2 – b, 3 – d, 4 – c D) 1 – b, 2 – a, 3 – c, 4 – d
42. In social science research, a rating scale designed to measure the connotative meaning of objects, events and concepts is called
 A) Likert scale B) Guttman scale
 C) Thurstone scale D) Semantic differential scale

43. A large headline in a newspaper that stretches across the top of the front page is known as
A) Mast head B) Strap line
C) Banner head D) Kicker
44. 'Play Theory' which holds that the first function of mass media is to provide entertainment was advanced by
A) George Donohue B) Albert Bandura
C) William Stephenson D) Bryce Ryan
45. Bollywood actress who has been appointed as part-time member of the Prasar Bharati Board is:
A) Kareena Kapoor B) Kajol
C) Deepika Padukone D) Priyanka Chopra
46. Identify the correct statement/s:
Statement I: In India there was no press regulation until the British East India Company started ruling a part of India after the 'Battle of Plassey' in 1757.
Statement II: In India, when newspapers were published only by the Europeans, expulsion of the editor/printer was the ultimate penalty.
A) I is correct, II is incorrect B) I and II are correct
C) I and II are incorrect D) I is incorrect, II is correct
47. Section 500 of the Indian Penal Code defines punishment for:
A) Contempt of court B) Criminal conspiracy
C) Defamation D) Contempt of Parliament
48. Largest circulated newspaper in the world is
A) *Asahi Shimbun* B) *Yomiuri Shimbun*
C) *The Times of India* D) *The New York Times*
49. The current Chairperson of the Central Board of Film Certification is
A) Leela Samson B) Sharmila Tagore
C) Pahlaj Nihalani D) None of the above
50. A statistical measure of the strength of a linear relationship between paired data is known as
A) Chi-square test B) ANOVA
C) Pearson's correlation D) Spearman's correlation
51. In typography 12 point type is called
A) Agate B) Pica C) Nonpareil D) Great primer
52. *Bhashaposhini* is a literary magazine published by
A) Kerala Kaumudi B) Kerala Sahitya Academi
C) Mathrubhumi D) Malayala Manorama
53. The world's first 24-hour television news network, CNN, was founded by
A) Silvio Berlusconi B) Ted Turner
C) Rupert Murdoch D) Kerry Packer

54. The founder director of the National Film Archive of India was
 A) Marie Seton B) Vijaya Mulay
 C) P. K. Nair D) Prof. Satish Bahadur
55. A type of Journalism that relies on sensationalism and lurid exaggeration to attract readers and to increase circulation is called
 A) Advocacy Journalism B) New Journalism
 C) Gonzo Journalism D) Yellow Journalism
56. In film/video editing, a gradual transition from one shot to another, superimposing two images for a while and then allowing the first image to disappear, is called
 A) Dissolve B) Superimposition
 C) Wipe D) Fade out
57. **Statement I:** The idiom ‘a picture is worth thousand words’ refers to the notion that a complex idea can be conveyed through a single picture.
Statement II: A picture may be read in thousand ways, because pictures are always open to personal interpretation.
 A) I is correct, II is incorrect B) Both I and II are incorrect
 C) I is incorrect, II is correct D) Both I and II are correct
58. **Assertion (A):** Development Communication experts strongly recommend the use of Folk Media as they have tremendous potential to transfer development messages to the rural masses.
Reason (R) : Studies have proved that no message conveyed through the modern media reaches the target groups in the remote rural and tribal areas of India.
 A) Both (A) and (R) are true B) (A) is true, but (R) is false
 C) Both (A) and (R) are false D) (A) is false, but (R) is true
59. **Statement I:** Interpersonal communication is intimate communication; most interactions in a society are intimate.
Statement II: Communication is not just a verbal process; it is also a nonverbal process.
 A) I is correct, II is incorrect B) Both I and II are correct
 C) I is incorrect, II is correct D) Both I and II are incorrect
60. Vernacular Press Act enacted in 1878 was repealed in 1881 by
 A) Lord Canning B) Lord Lytton
 C) Lord Ripon D) Lord Curzon
61. The first film directed by the reputed film maker, Adoor Gopalakrishnan, was:
 A) *Kodiyettam* B) *Mukhaamukham*
 C) *Swayamvaram* D) *Mathilukal*

62. Match the books in **Group A** with the authors in **Group B**.
- | <u>Group A</u> | | <u>Group B</u> | |
|----------------|--|----------------|------------------|
| 1. | <i>The Rise of the Network Society</i> | a) | Noam Chomsky |
| 2. | <i>Manufacturing Consent</i> | b) | Neil Postman |
| 3. | <i>The Gutenberg Galaxy</i> | c) | Manuel Castells |
| 4. | <i>Amusing Ourselves to Death</i> | d) | Marshall McLuhan |
- A) 1 – a, 2 – b, 3 – c, 4 – d B) 1 – c, 2 – a, 3 – d, 4 – b
 C) 1 – c, 2 – d, 3 – a, 4 – b D) 1 – d, 2 – c, 3 – b, 4 – a
63. “Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” This famous quote is attributed to
 A) Stephen Leacock B) Thomas Jefferson
 C) John Wanamaker D) Norman Douglas
64. In the human communication process, ‘Semantic noise’ is
 A) Psychological barrier B) Physical barrier
 C) Technical barrier D) Language barrier
65. The Founder and Editor-in-chief of ‘Go News’, India’s first app based TV news channel is
 A) Prannoy Roy B) Pankaj Pachauri
 C) Vikram Chandra D) Shekhar Gupta
66. Who among the following is often referred to as the “Father of Public Relations”?
 A) Edward Bernays B) Ivy Lee
 C) Scott Cutlip D) Walter Lippmann
67. ‘Republic TV’ was launched on 6 May 2017 by
 A) Vinod Dua B) Barkha Dutt
 C) Arnab Goswami D) Rajdeep Sardesai
68. Which day was declared by the United Nations General Assembly as the World Press Freedom Day?
 A) May 3 B) November 3
 C) November 16 D) December 17
69. Which one of the following statements about the Press Council of India is not true?
 A) PCI is an autonomous, quasi-judicial body created by an act of the Parliament.
 B) PCI does not have penal power.
 C) Print media, news agencies, radio, television and internet come under PCI.
 D) PCI was abolished during the Emergency and was reestablished in 1979.
70. In nonverbal communication studies, study of eye contact is called
 A) Proxemics B) Oculesics
 C) Chronemics D) Haptics

71. The author of the book, *Mass Communication in India: A Sociological Perspective*, is
 A) Srinivas Melkote B) J.V. Vilanilam
 C) Keval J. Kumar D) Piyush Bhatnagar
72. 'Dyadic Communication' is
 A) Communication within an organization
 B) Communication with people from other cultures
 C) Communication with people in the neighborhood
 D) Verbal, face-to-face communication between two people
73. Match the Columns in **Group A** with the Columnists in **Group B**:
- | <u>Group A</u> | <u>Group B</u> |
|------------------------------------|-------------------|
| 1. Between the Lines | a) Shobhaa De |
| 2. With Malice Towards One and All | b) Kuldip Nayar |
| 3. Politically Incorrect | c) Shankar Aiyar |
| 4. The Third Eye | d) Kushwant Singh |
- A) 1 – d, 2 – a, 3 – b, 4 – c B) 1 – a, 2 – b, 3 – c, 4 – d
 C) 1 – b, 2 – d, 3 – a, 4 – c D) 1 – c, 2 – d, 3 – b, 4 – a
74. In film language 'dialectical montage' is:
 A) Putting a series of shots into a sequence to condense space, time and action
 B) Another name for continuity cutting
 C) An editing technique which makes the film jump forward in time
 D) Collision of two unrelated shots to create a secondary meaning not inherent in either of the two individual shots
75. A film movement launched during 1940s and characterized by stories set among the poor and working class, filmed on location and frequently using nonprofessional characters, is known as
 A) German Expressionism B) French New Wave
 C) Italian Neorealism D) Parallel Cinema
76. *The Passing of Traditional Society*, the book which emphasized the role of mass media in modernizing and developing the world, was authored by
 A) Daniel Lerner B) Everett M. Rogers
 C) Nora C. Quebral D) Arvind Singhal
77. In India, National Press Day is celebrated on:
 A) May 3 B) May 16 C) November 3 D) November 16
78. India's first broadband network on EDUSAT for schools is:
 A) SAPNET B) Gyan Darshan
 C) Vyas D) VICTERS
79. India's oldest newspaper that is still being published is
 A) *Anand Bazar Patrika* B) *Mumbai Samachar*
 C) *The Hindu* D) *The Times of India*

80. Film actress Hema Malini is the Editor of the magazine
 A) *New Woman* B) *Stardust*
 C) *Woman's Era* D) *Screen*
81. Title of the report submitted by UNESCO's 'International Commission for the Study of Communication Problems' popularly known as McBride Commission, was
 A) Everyone Communicates, Few Connect
 B) New World Information and Communication Order
 C) Many Voices, One World
 D) Why Nations Fail
82. Identify the correct statement/s:
Statement I: The UNESCO General Conference held in Belgrade in October 1980 approved the McBride Commission Report.
Statement II: The United States of America and many European countries condemned the McBride Commission Report as an attack on the freedom of the press and they withdrew from UNESCO in protest.
- A) I is correct, II is incorrect B) I is incorrect, II is correct
 C) Both I and II are correct D) Both I and II are incorrect
83. Who authored the famous book *Confessions of an Advertising Man*?
 A) David Ogilvy B) Edward L Bernays
 C) Dale Carnegie D) John Walsh
84. Which of the following is not a newspaper format?
 A) Broadsheet B) Royal Octavo C) Berliner D) Tabloid
85. What is 'Jingle'?
 A) A short, catchy song used in a radio or TV commercial, usually mentioning a brand or product benefit.
 B) Theme song of a radio or television programme.
 C) A rough, simple, small sketch used to show the basic layout of an ad.
 D) Complete audio part of a commercial
86. **Assertion (A) :** Often as a way to cease communication, people stop talking; but absence of talk does not stop communication.
Reason (R) : Silence only signifies that verbal communication ended; nonverbal aspects persist and the receiver goes on interpreting and giving meaning to each nonverbal cue.
- A) (A) is correct, but (R) is incorrect B) Both (A) and (R) are correct
 C) Both (A) and (R) are incorrect D) (A) is incorrect, but (R) is correct
87. An advertisement containing small messages, relatively inexpensive, usually a column wide and does not include any graphics, is known as
 A) Display ad B) Infomercial C) Classified ad D) Covert ad

88. Nielsen Corporation is
 A) An Advertising Firm B) A PR Agency
 C) A Global Marketing Research Firm D) An Entertainment Company
89. In research, the score that occurs most often in a frequency distribution is known as
 A) Mean B) Mode C) Median D) Factor score
90. Error in a research study that cannot be controlled by the researcher is
 A) Random error B) Standard error
 C) Type I error D) Type II error
91. A type of journalism in which social science research methods are used to gather news is known as:
 A) In-depth journalism B) Ambush journalism
 C) Precision journalism D) Churnalism
92. *Ram Ke Naam* (In the Name of God) is a documentary film made by
 A) Mani Kaul B) Anwar Jamal
 C) Pankaj Butalia D) Anand Patwardhan
93. What is Meta-analysis?
 A) A type of literature review that collects and critically analyzes multiple research studies
 B) A multivariate statistical procedure used primarily for data, construct development and the investigation of variable relationships
 C) The statistical procedure for combining data from multiple studies
 D) Use of data collected by a previous researcher
94. Identify the correct statement/s:
Statement I : Ferdinand de Saussure wanted to develop a systematic understanding of how language works and he argued that the ‘sign’ was the basic unit of language.
Statement II: The ‘sign’ consists of two parts which are always integrated into each other. The first part of the sign is the **signified** and the second part is the **signifier**.
- A) I is correct, but II is incorrect B) I and II are correct
 C) I is incorrect, but II is correct D) I and II are incorrect
95. Which of the following is a British News Agency?
 A) United Press International B) Associated Press
 C) Reuters D) Inter Press Service
96. Which of the following is the official journal of the Indian Institute of Mass Communication?
 A) *Media Asia*
 B) *Communicator*
 C) *Public Opinion Quarterly*
 D) *Journalism & Mass Communication Quarterly*

97. Editor of *Swadesabhimani* newspaper, popularly known as Swadesabhimani Ramakrishna Pillai, was a native of:
 A) Kollam B) Attingal
 C) Neyyattinkara D) Kannur
98. Identify the correct statement/s:
Statement I: Print advertising has been totally displaced by Internet advertising as online ads are convenient to use, cost effective and easy to distribute.
Statement II: Public Relations is the management function that establishes and maintains mutually beneficial relationships between an organization and its publics.
 A) I and II are correct B) I and II are incorrect
 C) I is correct, II is incorrect D) I is incorrect, II is correct
99. Internationally acknowledged French film *Hiroshima Mon Amour* was directed by
 A) Alain Resnais B) Jean Luc Godard
 C) Francois Truffaut D) Claude Chabrol
100. In typography, the height of lower case letters, excluding ascenders and descenders, is called
 A) Stem B) Spine C) X- height D) Cap height
101. A write up, usually humorous, placed below the main article and above the letters to the editor on the edit page, is known as
 A) Flag B) Middle C) Filler D) Kicker
102. *Celluloid*, a 2013 Malayalam biopic, directed by Kamal, is based on the life of:
 A) Thikkurissi Sukumaran Nair B) S. Nottani
 C) Ramu Kariat D) J.C. Daniel
103. The communication model propounded by Frank Dance is
 A) SMCR model B) Verbal model
 C) Circular model D) Helical model
104. Walter Cronkite, the American journalist, was a much admired Evening News Anchor on
 A) NBC B) CBS C) ESPN D) ABC
105. Which one of the following is not a video- editing software?
 A) Cinelerra B) Quark X Press
 C) Lightworks D) Final Cut Pro
106. Thomas Carlyle, the Scottish philosopher, historian and teacher, attributed the origin of the term 'Fourth Estate' to
 A) Edmund Burke B) Thomas Macaulay
 C) Henry Brougham D) Oscar Wilde

107. The Urdu newspaper established by Maulana Abul Kalam Azad, which espoused the cause of the Indian freedom movement and exhorted Indian Muslims to join the movement, was
 A) *Al Ameen* B) *Al Akhbar* C) *Al Hilal* D) *The Inquilab*
108. The changes that occur in people's behavior when they become aware that they are being observed, is called
 A) Hawthorne effect B) Halo effect
 C) Placebo effect D) Pygmalion effect
109. **Assertion (A):** *Anna FM*, launched on 1 February 2004 by EMMRC in the Anna University campus, was India's first 'Community radio station'.
Reason (R): According to the first set of community radio guidelines released by the government of India in 2003, only educational institutions were eligible to set up community radio stations.
 A) Both (A) and (R) are incorrect B) (A) is correct, (R) is incorrect
 C) Both (A) and (R) are correct D) (A) is incorrect, (R) is correct
110. The statistical procedure for reducing a large set of variables into smaller sets of related variables is
 A) Triangulation B) Factor Analysis
 C) Regression D) Correlation
111. What is SPSS?
 A) Software for data analysis
 B) Research institution
 C) Standardization process used in social science research
 D) None of the above
112. Identify the correct statement/s
Statement I: New Journalism combined journalistic research with the techniques of fiction writing in the reporting of stories about real-life events. Writers in this genre used the language of fiction and fictionalized the stories.
Statement II: The playwright and novelist Truman Capote became a central figure in the New Journalism area in 1965 when *The New Yorker* magazine serialized Capote's nonfiction novel *In Cold Blood*.
 A) Both I and II are correct B) Both I and II are incorrect
 C) I is correct, II is incorrect D) I is incorrect, II is correct

113. Match the 'Media Agencies' in **Group A** with the 'areas they focus on' in **Group B**:
- | <u>Group A</u> | | <u>Group B</u> | |
|-------------------------------|--|---------------------------------------|--|
| 1. Technomedia | | a) Public Relations | |
| 2. Avian Media | | b) Digital marketing | |
| 3. Godot Media | | c) Radio/TV broadcasting consultation | |
| 4. Mudra Communications Ltd. | | d) Advertising | |
| A) 1 – c, 2 – a, 3 – b, 4 – d | | B) 1 – a, 2 – b, 3 – c, 4 – d | |
| C) 1 – b, 2 – a, 3 – d, 4 – c | | D) 1 – d, 2 – b, 3 – c, 4 – a | |
114. The first Indian sound film was
- | | |
|------------------------------|---------------------------|
| A) <i>Raja Harishchandra</i> | B) <i>Bhaktha Kuchela</i> |
| C) <i>Alam Ara</i> | D) <i>Kisan Kanya</i> |
115. Match the Television channels in **Group A** with the Operating/Holding companies in **Group B**:
- | <u>Group A</u> | | <u>Group B</u> | |
|-------------------------------|--|--------------------------------------|--|
| 1. Surya TV | | a) Madhyamam Broadcasting Ltd. | |
| 2. Kairali TV | | b) Bharath Broadcasting Network Ltd. | |
| 3. Jaihind TV | | c) Malayalam Communications Ltd. | |
| 4. Media One TV | | d) Sun Television Network Ltd. | |
| A) 1 – a, 2 – c, 3 – d, 4 – b | | B) 1 – d, 2 – c, 3 – b, 4 – a | |
| C) 1 – c, 2 – d, 3 – a, 4 – b | | D) 1 – b, 2 – d, 3 – c, 4 – a | |
116. Over-the-top content provider with the motto "Live TV Anytime Anywhere" is
- | | | | |
|-------------|------------|------------|------------|
| A) Sling TV | B) Dish TV | C) Yupp TV | D) Netflix |
|-------------|------------|------------|------------|
117. Match the 'Hollywood- inspired nicknames' in **Group A** with the 'Film industries in India' in **Group B**:
- | <u>Group A</u> | | <u>Group B</u> | |
|-------------------------------|--|-------------------------------|--|
| 1. Kollywood | | a) Kannada film industry | |
| 2. Mollywood | | b) Hindi film industry | |
| 3. Sandalwood | | c) Malayalam film industry | |
| 4. Bollywood | | d) Tamil film industry | |
| A) 1 – a, 2 – b, 3 – c, 4 – d | | B) 1 – c, 2 – a, 3 – d, 4 – b | |
| C) 1 – d, 2 – c, 3 – a, 4 – b | | D) 1 – a, 2 – d, 3 – c, 4 – b | |
118. The full form of IFWJ is
- | |
|--|
| A) International Federation of Working Journalists |
| B) Indian Federation of Working Journalists |
| C) Indian Federation of Women Journalists |
| D) International Federation of Women Journalists |

119. Women's magazine published by Mathrubhumi Group is
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|-------------------------|------------------------|
| A) <i>Sthree Dhanam</i> | B) <i>Vanitha</i> |
| C) <i>Kanyaka</i> | D) <i>Grihalakshmi</i> |
120. "What the mass media offers is not popular art, but entertainment which is intended to be consumed like food, forgotten, and replaced by a new dish." This observation was made by
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|-----------------|-------------------|
| A) Noam Chomsky | B) Carl Sagan |
| C) W.H. Auden | D) Allen Ginsberg |
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