

## **120 MINUTES**

1.	The Universal Declaration of Human Rights was adopted by the United Nations General Assembly in Paris on										
	A)	December 10, 1947		B)	December 10	1948					
	C)	December 10, 1949		D)	December 10	•					
2.		the largest circulated			D: 1	D)	D: 14 :				
	A)	Dina Thanthi B)	Dina Malar	C)	Dinakaran	D)	Dina Mani				
3.	Name	e the only Indian to have	we won an Oscar								
	A)	Indrans Jayan		B)	Niharika Kha	n					
	C)	Bhanu Athaiyya		D)	Anna Singh						
4.	In the noted Sakal Newspaper (P) and others Vs The Union of India case, the Supreme										
	Court of India struck down:										
		A) Citizen's right to reply									
	B)	Newspapers preroga	tive to suspend	editors	arbitrarily						
	C)	Price-page schedule									
	D)	Government's right	to access source	es of inf	ormation from	newspa	pers				
5.	Name	e the first newspaper th	nat launched an	internet	edition in India	a.					
	A)	The Times of India		B)	Malayala Mai	norama					
	C)	Deepika		D)	The Hindu						
6.	The s	tudy of body moveme	nts in communic	cation is	s known as:						
	A)	Proxemics B)	Kinesics	C)	Haptics	D)	Oculesics				
7.	The S	Social Responsibility T	heory of Media	was ba	sed on the reco	mmenda	ations of:				
	A)	Robert Hutchins	,	B)	Robert R Mer						
	C)	Eddy Murphy		Ď)	Sean McBride						
	,			,							
8.		able barreled question									
	<b>A</b> )	One that asks two or									
	B)	Question posed to the		ent on t	wo different oc	casions	•				
	C)	Close ended questio									
	D)	Questions posed to t	wo respondents	simulta	neously.						
9.	Identi	ify the correct statemen	nt/s								
	State	ment I: As per the codramatic, modeath of the	usical and artist								
	State	ment II: Copyright in					recordings	and			
	A)	I is correct, II is inco	orrect	B)	I is incorrect,	II is con	rrect				
	C)	Both I and II are cor	rect	D)	Both I and II	are inco	rrect				

10.		among the following is the present among?	t chair	person of the Central Board of Film
	A) C)	Leela Samson Pahlaj Nihalani	B) D)	Pralhad Joshi Prasoon Joshi
11.		the founder editor of <i>Mangalam</i> new M C Thomas B) M C Varghes		M C Sabu D) M C Joseph
	A)	M C Thomas B) M C Varghes	eC)	M C Sabu D) M C Joseph
12.		olding company of TV 18 Kerala is:		
	A)	Reliance Industries	B)	Network 18
	C)	Reliance Retail	D)	Reliance Logistics
13.	Which Keral	<del>-</del>	either ]	presently/formerly not published from
	A)	The Hindustan Times	B)	The Indian Express
	C)	The Times of India	D)	The Deccan Chronicle
14.	Who	among the following reputed journalis	ts is the	e author of <i>Guiarat Files</i> ?
	A)	Mathew Samuel	B)	Madhu Purie Trehan
	C)	Sagarika Ghosh	D)	Rana Ayyub
15.		h of the following Malayalam actor ha	as not v	von the best actor award in the National
	A)	Thilakan	B)	Suraj Venjaramoodu
	C)	Salim Kumar	D)	Balachandra Menon
16.		h of the following I V Sasi film has Film Awards?	bagged	d the best director award in the Kerala
	A)	Mrigaya	B)	Devasuram
	C)	Aalkoottathil Thaniye	D)	Eeta
17.		arcotizing effect of media messages, roposed by:	one of	the major dysfunctions of mass media,
	A) 1	Robert K Merton & Paul F Lazarsfe	ld	
	B)	Everett M Rogers & James Watson		
	C)	Joseph A Devitto & Anne Hill		
	D)	Sonia M Livingston		
18.		fy the correct statement/s	0	
	State	ment I: In post truth politics, debate accounts.	es are fr	amed by appeals to reasons and factual
	State	ment II: The term post truth became	United	read during the campaigns for the 2016 States and the 2016 referendum on in the United Kingdom.
	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

19.	-	<u> </u>	area to	report a story in which the reporter has
	A)	nowledge or experience is called:  Parachute journalism	B)	Hyper local journalism
	C)	Compulsive journalism	D)	No-man journalism
	C)	Computative Journalism	D)	140 man journamism
20.	Pre-oc	ecupation is a column by in		
	A)	Arundhati Roy / Frontline	B)	Jayati Gosh / Frontline
	C)	Arundhati Roy / Outlook	D)	Jayati Ghosh / Outlook
			ŕ	•
21.	The 9 <sup>t</sup>	h edition of Kaun Banega Crorepathi	is telec	ast on:
	A)	Star Plus	B)	Sony TV
	C)	Zee Television	D)	Colours TV
22.		the Hollywood film producer of se my of Motion Picture Arts & Science Matt Domon Bob Weinstain		ox office hits who was expelled from 17 on allegations of sexual assault. Harvey Weistain Quentine Terantino
23.	Name	the Indian newspaper that had associa	ation wi	ith Reuters from as early as 1851
23.	A)	The Hindu	B)	The Madras Mail
	C)	The Times of India	D)	The Statesman
	,		,	
24.	Match		Group	I with the respective language Group II.
		Group I		Group II
		a. Anand Bazar Patrika	1.	Kannada
		b. Lokmat	2.	Punjabi
		c. Prajavani	3.	Bengali
		d. Ajit	4.	Maratta
	A)	a - 3, b - 1, c - 4, d - 2	B)	a - 2, b - 3, c - 4, d - 1
	C)	a - 1, b - 3, c - 4, d - 2	D)	a - 3, b - 4, c - 1, d - 2
	,	, ,	,	, ,
25.	Luckn	ow Boy, A Memoire is the autobiograp	ohy of:	
	A)	Arun Shourie	B)	Arun Purie
	C)	Vinod Mehta	D)	Nihal Singh
26.	The cl	nronological order of starting of the fo	Massina	t newenanere
20.	A)	Kerala Kaumudi, Mathrubhumi, Des	_	
	B)	Mathrubhumi, Kerala Kaumudi, Des		•
	C)	Kerala Kaumudi, Mathrubhumi, Ma		
	D)	Mathrubhumi, Kerala Kaumudi, Ma		
	-,		, 001100	, = -2
27.	Yes, W	Ve Can! was an election campaign slog	gan of:	
	A)	Barack Obama	B)	Donald Trump
	C)	Theresa May	D)	Narendra Modi

28.	Mudra A) C)	Communication Ltd is a/an Public Relations agency Digital marketing agency	B) D)	Advertising agency Event management company					
29.	Incorre A) C)	ectly retaining a false null hypothesis Type I error Type III error	in statis B) D)	stical hypothesis testing is described as: Type II error All of the above					
30.	Find o A)	ut the mean of the following observat 6 B) 7	ions: 4, C)	6, 7, 8, 9, 9, 13. 8 D) 9					
31.	Identify the correct statement/s  Statement I: International Consortium of Investigative Journalists (ICIJ) is a glob network of more than 200 investigative journalists and it released to Paradise Papers in 2017.  Statement II: The Times of India has active collaboration with ICIJ.								
	A) C)	I is correct, II is incorrect Both I and II are correct	B) D)	I is incorrect, II is correct Both I and II are incorrect					
32.	Unit o A) C)	f analysis is an element of: Survey methodology Content analysis	B) D)	Longitudinal study Experimental research					
33.		is a probability sampling method in weeted according to a random starting p		mple members from a larger population ad a fixed periodic interval.					
	A) C)	Proportionate stratified sampling Stratified sampling	B) D)	Random Sampling Systematic random sampling					
34.	Who econor		s celeb	rated as an advocate of free market					
	A) C)	Adam Smith Thomas Robert Malthus	B) D)	David Ricardo John Keynes					
35.	as trad			ve basic stages of varying length such se-off, drive to maturity and age of high					
	A)	Daniel Lerner	B)	Wilbur Schramm					
	C)	Walt Whitman Rostow	D)	Karl Marx					
36.		riable that is systematically varied by							
	A) C)	Independent variable Control variable	B) D)	Dependent variable Continuous variable					
	$\sim$ )	Control variable	נש	Commuous variable					

37.	Operation West End was a sting operation carried out by:								
	A)	Mathew Samuel & Aniruddha Baha	1						
	B)	N Ram & Chitra Subramaniam							
	C)	Asish Khetan							
	D)	Rana Ayub							
38.		•	ne in Ma	alayalam, is brought out from the house					
	of	 Mathrubhumi	D)	Malayala Manarama					
	/		B)	Malayala Manorama Deshabhimani					
	C)	Madhyamam	D)	Desnaominam					
39.		the first talkie in India.							
	A)	Raja Harischandra	B)	Alam Ara					
	C)	Jhansi Ki Rani	D)	Mother India					
40.	Who v	was first recipient of Dada Saheb Phal	ke awai	rd?					
	A)	Birendranath Sarkar	B)	Devika Rani					
	C)	Prithviraj Kapoor	D)	Kanan Devi					
41.		receiver' in a conversation as per the nunication is:	Shanno	on and Weaver Mathematical Model of					
	A)	Telephone receiver	B)	Ear					
	C)	Air	D)	Decoder					
42.	Rohin	i Singh is a reporter of:							
	A)	First Post	B)	Cobra.com					
	C)	The Wire	D)	The Scroll					
43.		fy the correct statement/s  ment I: According to Roland Barth	es' sem	niotic analysis, connotation is the first					
		order of signification.		<i>,</i>					
	State	ment II: Denotation is the second ord	er of sig	gnification according to Barthes.					
	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					
44.	Fields	of experience is an important concep	t of	model of communication.					
	A)	Berlo's	B)	Schramm's					
	C)	Lasswell's	D)	Becker's					
45.	Which needs		equence	e of Abraham Maslow's hierarchy of					
	A)	Physiological, love and belonging, e	steem,	safety, self actualization.					
	B)	Physiological, safety, love and belor							
	C)	Safety, physiological, love and belon							
	D)	Physiological, safety, love and belor	-	· ·					
			_						

46.	Spatial behavior in human communication is generally termed as:									
	A)	Haptics		B)	Kinesics					
	C)	ESP		D)	Proxemics					
47.	Whice categ	ch of the following film	has not won	Oscar A	Award in the	best fore	eign language film			
	A)	Life is beautiful								
	B)	Ran								
	C)	Spring, Summer, Fall	, Winter and	Spring						
	D)	The Motorcycle Diar	ies							
48.	Is Jo	urnalism Worth Dying F	For? Final Disp	patches	is a book by:					
	A)	Anna Politkovsky		B)	J Gopikrish	nan				
	C)	Josy Joseph		D)	Boris Nemt	sov				
49.	Kyoo	do is a news agency of:								
	A)	China B)	Japan	C)	Korea	D)	Singapore			
50.	All P	President's Men is cellul	oid version of:							
	A)	Defeat of Saddam Hu	ıssain							
	B)	Watergate Scandal								
	C)	Fall of Colonel Gadat								
	D)	Rise and fall of Tunis	ian President I	Ben Ali						
51.		tify the correct statement								
	State	ement I: Enculturation	is the process is born and bec				ts to the society in			
	State	ement II: Acculturation alien within a	is the process				e and becoming an			
	A)	I is correct, II is incor	rect	B)	I is incorrec	ct, II is co	orrect			
	C)	Both I and II are corre	ect	D)	Both I and I	II are inc	orrect			
52.	Sema	antic noise in communic	ation means:							
	A)	Interference with the	interpretation of	of mess	ages					
	B)	Interferences in the cl	hannel							
	C)	Psychological blocks		tion pro	ocess					
	D)	Obstructions from the	e ambience							
53.	Whic	ch of the following is no	t a psychograp	hic indi		ence anal	ysis?			
	A)	Attitudes		B)	Motivation					
	C)	Personality		D)	Occupation					
54.		Huffington Post is a								
	A)	Newspaper		B)	Magazine					
	C)	Blog		D)	Wire servic	e				

55. The process by which a manufacturer pays a production company for the opportunity have its product displayed in a movie or television show is called:										
	A) C)	Insertion Covert display		B) D)	Product place All of these					
56.		ganisation's control o	-	oduct f	ct from production through distribution					
	A)	Vertical B)	Horizontal	C)	Dynamic	D)	Total			
57.	<ul> <li>Which one of the following statements about Frankfurt School is false?</li> <li>A) It is also known as Social Research Institute</li> <li>B) It was initially funded by Felix Weil in 1923</li> <li>C) It was originally located in Germany</li> <li>D) When Nazis forced the School to close, it was moved to Oxford University</li> </ul>									
58.		eker who violates con nal gain is called:	nputer security	for litt	le reason beyo	ond mal	liciousness o	or for		
	A) C)	Black Hacker Blue hacker		B) D)	White hacker Grey hacker	-				
	C)	Dide flacker		D)	Grey nacker					
59.	A)	terals in war reporting Who receive permis military escort.	sion from the 1	military						
	B)	Who receive permis military escort.	ssion from the	militar	y to travel ac	ross the	e battlefield	with		
	C) D)	Who travel across the Who receive permis military escort and re	ssion from the	militar	y to travel ac			with		
60.		fy the correct statement <b>I</b> : Libel per se libelous.		s and $\epsilon$	expressions that	at are a	lways consi	dered		
	State	ment II: Libel per quo	nt and not inju							
	A) C)	I is correct, II is inco Both I and II are corr		B) D)	I is incorrect, Both I and II					
61.	Who (A) B) C) D)	developed the knowled G A Techenor, P J D Wilbur Schramm and Maxwell E McComb Noam Chomsky and	onahue and C M I Charles Osgoos s and Donald L	N Olien od Shaw						

02.	Matci	i the bo	Grou	-	i with the aut	nors in <b>G</b> i	Group II.				
		a. b. c. d.	The P The M	roblem	Ionopoly s of Media inagers cy	1. 2. 3. 4.	Robert McC Herbert Sch W James Po Ben Bagdiki	iller tter			
	A) C)		b - 1, c b - 3, c			B) D)	a- 2, b - 1, c a - 4, b - 1, c				
63.	Find t A) C)	Naalu	one from Pennuaranam	ngal	ollowing film $a$	B) D)	Kerala Cafe Crossroad				
64.			eople w	-		from the	ced the Licens Crown could t Henry VII			ınder	
65.	The fi	irst ame 1781	ndment	to the B)	US constituti 1791	on was rat C)	ified in the ye	ear: D)	1891		
66.	State		Yellov charac : Josepl	w jour cterised h Pulitz	nalism refer by irrespons	ible and u iam Rand	e newspaper nethical news olph Hearst	reportin	g to lure read	ers.	
	A) C)		rrect, Il			B) D)	I is incorrect Both I and I	*			
67.	Cost per mille in the web denotes  A) The price for one thousand views or clicks of an advertisement on a web page  B) The cost for carrying an advertisement in a web page  C) The cost of ten thousand impressions of an advertisement on a web page  D) None of the above										
68.	Mirro A) B) C) D)	A siste A cha Heade	er conce nnel tha ed by Fa	ern of <i>T</i> at focus aye D'S	<i>The India Too</i> es on cinema	day group	nel in India tha	at is/has:			
69.	Oprah A) B) C) D)	Propri Celeb	o <i>The C</i> ietor of	O, The	Vinfrey Show Oprah Mag personality	azine					

70.	FM ra	dio frequency	ranges	from:						
	A)	85 to 105 MI	Hz		B)	86 to 106 N	MHz			
	C)	87 to 107 MI	Hz		D)	88 to 108 M	MHz			
71.	Firesi	de Chats, a sei	ries of r	adio broadcast	ts to spea	s to speak directly to the citizens, were used				
	A)	Franklin Roc	sevelt		B)	Winston C	hurchill			
	C)	Adolf Hitler			D)	John F Ker	nnedy			
72.		mination of bu	usiness	promotion in	formation	n to a specia	ılized seg	gment of a n	narket	
	A)	niche market	ing		B)	special man	rketing			
	C)	exclusive ma	_		D)	narrow ma				
73.	The G	reat Train Rol	hherv w	as directed by	•					
,	A)	Edwin S Por	•	us un coccu o j	B)	George Me	elies			
	C)	Lumiere Bro			D)	D W Griffi				
74.	Which	n of the follow	ing is n	ot a Shaii N K	arun filn	1?				
,	A)	Vanaprastha	_	ot a Shaji i v iz	B)	Oridathu				
	C)	Kuttisrank			D)	Swahm				
75.	State	fy the correct s ment I: Svetlar ment II: She w	na Alex	ievich was aw					rature.	
	A)	I is correct, I			B)	I is incorre				
	C)	Both I and II	are con	rect	D)	Both I and	II are inc	orrect		
76.		the Malayala vananthapuran	1.	ie that was se	lected to	the competi	tion sect	ion of 2017	IFFK,	
	A)	Angamaly D	iaries		B)	Karutha Ju	ıthan			
	C)	Randu Per			D)	S. Durga				
77.	Satelli satelli	ite Instruction te:	al Tele	vision Experi	ment (S)	TE) was op	erationali	sed using th	ne US	
	A)	ATS 5	B)	ATS 6	C)	ATS 7	D)	ATS 8		
78.	_	rocess of gath n audience pro	_	_			ns of ind	ividuals which	ch are	
	A)	Data mining			B)	Mass autor	nation			
	C)	Web spidering	ng		D)	Crowd sou	rcing			
79.	WiFi	means								
	A)	Wireless free	11	, •		**** 1 0				
	11)	WHERESS HEE	e install	ation	B)	Wireless fi	delity			

80.	A fol	ld out from	the back or	front cover of	a magaz	ine is called:					
	A)	Gate	B)	Gatefold	C)	Pod	D)	Hood			
81.	Ghos	st followers	in social m	edia means:							
	A)	•		ia who remain	inactive	and follow ac	tive mer	nbers			
	B) Users on social media platforms who create fake profiles and follow active members										
	C)			troll the memb	ers on so	cial media nla	tforms				
	D)		•	vho follow cel		retat incata pia	itioiiis				
82.	Mers	Mersal film basically revolves around the theme:									
	A)	Digitisat	tion		B)	Impact of G	ST				
	C)	Demone			D)	-		of hospital care			
83.	The i	invention o	f the printin	g press helped	the adva	ince of:					
	A)	Reforma	ation moven	nent	B)	Industrial R	evolution	1			
	C)	Europea	n Renaissan	ce	D)	All of the ab	oove				
84.				ements about							
	A)			portable telep	hone wh	ich receives of	r makes	call through a			
	cell s		mitting tow								
	B)	Satellite	phones are	also mobile pl	nones						
	C)	There ar	e multiple d	igital standard	ls in the u	ise of mobile j	phones in	n the US, but			
	Euro	pean count	ries converg	ge towards GS	M standa	rd					
	D)	The con	verge of a fe	emtocell is aro	und 2 km	1S.					
85.	Third		•		s that adv	ertising mess	ages hav	e greater effect on:			
	A)	Others b	out not on th	emselves	B)	Themselves	but not	on others			
	C)	Others a	nd themselv	res	D)	None of the	above				
86.		nd OLED:									
	A)		Light Emitt		B)	Original Lig		_			
	C)	Oslo Lig	ght Emitting	Diodes	D)	Optimal Lig	ht Emitt	ing Diodes			
87.		Identify the correct statement/s									
	State			that takes the t possible posi				ratching an action			
	State	ement II: 7	The camera	•	he actor's	s point of view	w allowii	ng the audience to			
	A)		ect, II is inco		B)	I is incorrec	t, II is co	orrect			
	C)	Both I a	nd II are cor	rect	D)	Both I and I	I are inco	orrect			

88.	Match the celebrities in <b>Group I</b> with the companies/products that they endorse in <b>Group II</b> .									
	Grou	Group I		1	Group II	11 ara				
		a. Kajol Devg		1.	Kalyan Jewe	ners				
		b. Manju Warri		2 3.	Sony VAIO					
		<ul><li>c. Kareena Kap</li><li>d. Katrina Kaif</li></ul>			Lux Lov Abdelena					
		d. Katrina Kaif		4.	Joy Alukkas					
	A)	a - 3, b - 1, c - 2, d -		B)	a - 2, b - 1, c					
	C)	a - 4, b - 1, c - 2, d –	- 3	D)	a - 4, b - 3, c	–2, d -	1			
89.		djustment of the colous colour temperatures		e camera	to produce a v	white co	lour in lighting (	of		
	A)	White balance B)	Resolution	C)	Saturation	D)	Moire effect			
90.	Lux is	sstandard uni	t for measuring	light in	itensity.					
	A)	American B)	European	C)	Japanese	D)	Korean			
	)		· F ·	-,	· ····································	- /				
91.	remaii	ng the foreground ning dark is described			_		the backgroun	ıd		
	A)	Back light		B)	Directional li	ght				
	C)	Fill light		D)	Cameo light					
92.	Who a India?	among the following h	nas not become	the pres	sident of Film a	ınd Tele	evision Institute	of		
	A)	Gajendra Chauhan		B)	Madhur Bhai	ndarkar				
	C)	Saeed Mirza		D)	R K Laxman					
93.	seeks bar the	the State government to protect public serve e media from reporting Gujarat Rajasthan	ants from prose g on allegations	ecution v s against	without govern t them?	ment's plesh				
	,	,		,	C ***** 1 1 ***************************	-				
94.		designed the <i>analytica</i>	<i>l engine</i> in 183		Cl. 1 D 11					
	A)	Lois Daguerre		B)	Charles Babb	_				
	C)	J M Jacquard		D)	Nikola Tesla					
95.	The pl	hrase <i>third wave civili</i>	zation was coir	ned by						
	A)	Alvin Toffler		B)	P F Drucker					
	C)	S G Jones		D)	Marshall Mc	Luhan				

96.		n the following oup II. <u>Grou</u>		elations relat	ed books in <b>Group I</b> with the respective authors <u>Group II</u>					
		a. Crystallizi b. Democrac c. Public Opt d. Effective F	ng Public y Through inion	ı Public Opii	Scott M Cutlip and Allen H Company			vs 11	enter	
	A) C)	a - 3, b - 1, c a - 2, b - 4, c			B) D)	a -2, b - 3, c - a - 4, b - 3, c -				
97.	Article A) B) C) D)	e 377 of the In Special provi Declaration of Criminalisati Safeguarding	isions for a of emergen ion of sexu	Jammu and I ncy ual activities	Kashmir	the order of nat	ure			
98.	Pande A) C)	<i>eymonium</i> is a William Dalı Piyush Pande	rymple	ored by	B) D)	Robin Jeffrey Vikram Seth				
99.	Name (for 20 A)			udged the be	st featur	re film in the 6	4 <sup>th</sup> Nata	ional Film av		
100.	Match	a. Aday b. Cover c. Polim	u <mark>p I</mark> valam r Story	1. 2. 3. 4.	Grou Sreek P T N Sindh	ala M S	especti	ve anchors in	Group II.	
	A) C)	a - 3, b - 1, c a - 1, b - 3, c			B) D)	a - 2, b - 3, c - a - 4, b - 3, c -				
101.	Mug s A) C)	shot refers to Tight head to Head and wa	-		B) D)	Head and sho Head up to kr	-			
102.	Which A)	n of the follow TIF		a format to e JPG	ncode a C)	digital image? GIF	D)	DPF		
103.	Which A) C)	n of the follow Paschimoday Deepika		ation was as	sociated B) D)	with CMS? Njana Nikshe Keralopakari				

104.	Mean world syndrome was proposed by:										
	A)	Stuart Hall			B)	George Gerb					
	C)	Everett M Ro	gers		D)	Noam Chom	sky				
105.	Who predicted an electronically interconnected world nearly thirty years prior to the invention of internet?										
	A)	Arthur C Clar	rk		B)	Sean McBrid	le				
	C)	Marshall Mcl	Luhan		D)	Harold Innis					
106.	Malayala Manorama news daily is not published from the following districts										
	A)	Idukki, Kasar	god, Wa	ayand	B)	Kollam, Path	anamth	itta, Wayaı	nad		
	C)	Palakkad, Idukki, Malappuram				Kannur, Wayanad, Alappuzha					
107.	Communication with non-human and non-living beings is called:										
	A)	Meta commu	nication		B)	Extra personal communication					
	C)	Meta human communication				None of the above					
108.	Rajyasamacharam, the first newspaper in Malayalam, was published in:										
	A)	1837	B)	1847	C)	1857	D)	1867			
109.	Identify the correct statement/s <b>Statement I</b> : The modern use of Ombudsman began in Norway with the institution of the Norwegian Parliamentary Ombudsman.										
	State	<b>Statement II</b> : <i>The Hindu</i> was the first newspaper in India to appoint an Ombudsman.									
	A) I is correct, II is incorrect				B)	I is incorrect,	, II is co	rrect			
	C)	Both I and II	are corr	ect	D)	Both I and II	are inco	orrect			
110.	The proponent of the <i>cognitive dissonance theory</i> and <i>social comparison theory</i> :										
	A) .	Kurt Lewin			B) <sup>1</sup>	Albert Bandura					
	C)	Fritz Heider			D)	Leon Festing	er				
111.	Only one among the 12 nominated current members of the Rajyasabha is a journalist. Who is the person?										
	A)	Subramanian	Swamy		B)	Anii Aga	Anu Aga				
	C)	Swapan Dasg	2		D)	Narendra Jad	lhav				
112.	Small advertisements placed on either side of the name plate of a newspaper is called:										
·	A)	Eyes	B)	Ears	C)	Sides	D)	Bars			
112	Identify the correct statement/s										
113.	Statement I: The Public Opinion was published by Mahatma Gandhi while he was in South Africa.										
	<b>Statement II</b> : <i>Harijan</i> , the most popular publication of Mahatma Gandhi, continued publication up to 1965.										
	A)	I is correct, Il	l is inco	rect	B)	I is incorrect.	, II is co	rrect			
	C)		oth I and II are correct			Both I and II are incorrect					

114.	The fir A C)	st editor of K Ramakri Vakkam Al	shna Pillai		B) D)	A Balakrishna Pillai C P Govinda Pillai				
115.	Which A)	of the follow Vanitha	wing is no B)	t a fortnightly? Grihalakshmi	C)	Frontline	D)	Bhashaposhini		
116.	Doordo A)	arshan was 1973	delinked fi B)	om All India R 1974	Radio in C)	: 1975	D)	1976		
117.	Use of A) C)	materials up Creative co Common p	mmons	people in mass	s media B) D)	is generally described as: Crowd sourcing Mass sourcing				
118.	Sabu C A) C)	Cyril is a well known and award winning:  Film editor  Costume designer  D)  Sound designer  Art director					er			
119.	Match the following communication model in <b>Group I</b> with the respective proponent i <b>Group II</b> .									
	•	a. Circular model b. News Flow model c. Mosaic model d. Dependency model			1. 2. 3. 4.	Group II J T McNelly Charles Osgood and Wilbur Schramm Ball-Rokeach and Defleur S L Becker				
	A) a - 2, b - 3, c - 4, d C) a - 2, b - 3, c - 1, d				B) D)	a - 2, b - 1, c - 4, d - 3 a - 4, b - 3, c - 2, d - 1				
120.	Name the present chairman of the Press Council of India (PCI).									
	<ul><li>A) Justice Markandey Katju</li><li>C) Justice C K Prasad</li></ul>				B) D)	Justice J N Ray Justice J R Mudholkar				

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