

11. Field study is related to -----
 A) Real life situations B) Experimental situations
 C) Laboratory situations D) None of these
12. 'Uses and Gratification Theory' was propounded by
 A) Katz B) Abraham Maslow
 C) Thomas Hobbes D) Klapper
13. According to ----- television constructs a reality of the world that, although possibly inaccurate, becomes accepted simply because we as a culture believe it to be true.
 A) Critical cultural theory
 B) Cultivation analysis
 C) Social construction of reality theory
 D) Dependency theory
14. A motoring journalist, writing about a new car, is an example of an:
 A) Opinion leader B) Opinion former
 C) Opinion follower D) None of these
15. Stimulus response theory is otherwise known as
 A) Social responsibility theory B) Dependency theory
 C) Magic bullet theory D) Uses and gratification theory
16. Festinger formulated the ----- theories that talked about people's need for consistency in their beliefs and judgments
 A) Media dependency B) Agenda setting
 C) Stalagmite D) Consistency
17. Social learning theory was formulated by
 A) Albert Bandura B) Baran and Davis
 C) Klapper D) Berelson
18. The idea that people learn through observation is
 A) Dissonance theory B) Cultural theory
 C) Social cognitive theory D) Symbolic interactionism
19. The theory that says media do not do things to people, rather people do things with media is
 A) Agenda setting B) Uses and gratification
 C) Dependency theory D) Dissonance theory
20. A person's aggression is inhibited because someone in a television show has been punished for aggressive behavior. This is
 A) Environmental incentives B) Catharsis
 C) Vicarious reinforcement D) Aggressive cues

31. ----- is the electronic process of giving each frame of video its own numerical identification.
 A) Time code B) Trailer C) Timeline D) Tracker
32. *Bicycle Thieves* is considered as a/an -----
 A) French new wave film B) German surrealist film
 C) Italian neorealist film D) American underground film
33. Who among the following journalists got the Magsaysay Award?
 A) N. Ram B) P. Sainath
 C) Anita Pratap D) K. M. Mathew
34. Satyajit Ray's *Pather Panchali* (1955), regarded as India's first neo-realist film, was voted "the best human document" at the ----- in 1956.
 A) Cannes Film Festival B) Montreal Film Festival
 C) Venice Film Festival D) Berlin Film Festival
35. Which international agency supported India in launching the pilot project of TV broadcasting in India in 1959 in New Delhi?
 A) UNESCO B) UNICEF
 C) Ford Foundation D) Thomson Foundation
36. Interactivity expands the horizons of knowledge of both senders and receivers in communication. Which model of communication emphasizes this point?
 A) Agenda setting B) Helical spiral
 C) Two-step flow D) Multi-step flow
37. A receiver failing to understand the meaning of words in a message is an example of ----- noise.
 A) linguistic B) word
 C) semantic D) fog
38. Which one among the following is a psychological barrier to listening and learning?
 A) Vocabulary B) Jargon
 C) Unusual phrase D) Enforced attendance
39. The mass media audience is
 A) Anonymous B) Collective crowd
 C) Heterogeneous D) Homogeneous
40. Proxemics relates to -----.
 A) Distance in communication B) Personal communication
 C) Body language D) Posture and gesture
41. Kinesics is the study of -----
 A) Intimate relationship B) Body movements
 C) Clothing D) Facial behaviour

51. Robert Flaherty's classical documentary film, *Nanook of the North* pictured the life of ---
 A) African American B) Hispanics
 C) Eskimos D) Red Indians
52. Which among the following is a mismatch?
 A) F W Murnau – *Nosferatu*
 B) Bram Stoker – *Dracula*
 C) Claude Chabrol – *Breathless*
 D) Leni Riefenstahl – *Triumph of the Will*
53. The spreading of important stories throughout a newscast is known as
 A) Big and small B) Peaks and valleys
 C) Impact and ordinary D) Hard and soft
54. The adjustable flaps on a lighting instrument which control the throw of light is known as
 A) Bouncers B) Barn door
 C) Light flaps D) Adjusters
55. SECAM is a ----- line television system originally invented in France.
 A) 625 B) 525
 C) 530 D) 550
56. Which German film of Robert Wiene first used the expressionist – cubist world of horror through painted shadows, the irregular non-perpendicular chimneys, doors and windows?
 A) *Warning Shadows* B) *The Cabinet of Dr. Caligari*
 C) *Metropolis* D) *Destiny*
57. Which one of the following is a talkie made by Charles Chaplin?
 A) *The Kid* B) *The Pilgrim*
 C) *Monsieur Verdoux* D) *The Gold Rush*
58. Sales promotion offers an incentive to buy while advertising offers a -----to buy.
 A) reason B) motive
 C) inclination D) competitive advantage
59. An example for mediated communication is
 A) Two friends gossiping with one another
 B) A newscaster delivering the weather report
 C) A politician addressing a convention
 D) Students working on a class project
60. The first web newspaper was
 A) *Frrole* B) *The Weekend City Press Review*
 C) *The News Report* D) None of these

61. Chronemics refers to the interpretation of messages involving which sense?
 A) Time B) Taste
 C) Smell D) All of these
62. Identify the shot that is not frequently used in Television?
 A) Close-up B) Extreme Close-up
 C) Long shot D) Mid shot
63. Which of the following behavior is part of active listening?
 A) Maintaining eye contact
 B) Asking for clarification
 C) Nodding and making eye contact
 D) All the above
64. The BBC correspondent who was expelled from India during the state of emergency declared in 1975 is
 A) Charles Whitehead B) Andrew Whitehead
 C) Mark Tully D) David Loyn
65. Hero of yellow Journalism
 A) Joseph Pulitzer B) Ian Smith
 C) Daniel Perl D) None of these
66. Which of the following does not contribute to the 'credibility' of the press?
 A) Impartiality B) Believability
 C) Sensationalism D) Accuracy
67. Working Journalists Act was introduced in the year
 A) 1947 B) 1955 C) 1960 D) 1950
68. First News Agency of India is
 A) UNI B) PTI
 C) Samachar Bharti D) None of these
69. Press Council of India was set up in -----
 A) 1960 B) 1966 C) 1970 D) 1976
70. The first chairman of Prasar Bharati was.....
 A) Nikhil Chakravarthy B) Hiranmay Karlekar
 C) Baren Sen Gupta D) SS Gill
71. In communication, connotative words are -----.
 A) Explicit B) Simple C) Abstract D) Cultural
72. 'Comment is free, facts are sacred'. Who made this comment?
 A) C P Scott B) Bryan Roberts
 C) James Goldsmith D) James Silk Buckingham

73. The first newspaper cartoon appeared in
 A) Pennsylvania Gazette
 B) Wall Street Journal
 C) The Sun
 D) Public Occurrences Both Foreign and domestic
74. The Watergate scandal which resulted in the downfall of President Nixon was unleashed by Woodward and Bernstein of -----
 A) *Wall Street Journal* B) *Washington Post*
 C) *USA Today* D) *The Dallas Morning News*
75. A quotation from the story which is given special graphic emphasis is
 A) Tagline B) Pullquote
 C) Slug D) Attribution
76. A front page element of a newspaper that never changes is
 A) Flag B) Teaser
 C) Edition D) Fonts
77. Which of the following is recommended in a news story?
 A) Jargons B) Active verbs
 C) Clichés D) Wordy sentences
78. When you summarize what a source told you without using the exact words or adding quotation marks, it is known as
 A) Partial quote B) Direct quote
 C) Paraphrasing D) Transcribing
79. Information that may be used in a story but which cannot be attributed to either a person or a position is called
 A) Deep background B) Off the record
 C) Embargo D) Lift out quote
80. Which of the following terms is not related to printing process?
 A) Embargo B) Rotary C) Linotype D) Flatbed
81. Which of the following agencies is a research unit of the multinational advertising agency, Hindustan Thompson Associates?
 A) ORG B) NRS C) IMRB D) IRS
82. Which among the following is authored by Wilbur Schramm?
 A) *The Passing of Traditional Society*
 B) *The Diffusion of Innovations*
 C) *Communication and National Development*
 D) *Technology Communication and Rural Development*

83. Who among the following pioneers of journalism in India proclaimed that his political and commercial paper was “open to all parties, but influenced by none”?
- A) Raja Ram Mohun Roy B) James Augustus Hickey
C) William Bolts D) Bal Gangadhar Tilak
84. Which among the following is a mismatch?
- A) TRP – TV Rating Point
B) NRS – National Readership Survey
C) IMRB – Indian Market Readership Bureau
D) ORG – Opinion Research Group
85. The code of ethics for public relations practitioners is known as
- A) Code of Greece B) Code of Egypt
C) Code of Athens D) Code of Madrid
86. Name the newspaper that did not publish the news of the assassination of Mahatma Gandhi on its front page.
- A) *The Times of India* B) *The Hindustan Times*
C) *The Hindu* D) *The Statesman*
87. The monitoring body of advertising in India is known as
- A) ASCI B) PCI
C) AAAI D) ABC
88. Which body was instrumental in establishing Audit Bureau of Circulation?
- A) Press Council of India B) Registrar of Newspapers in India
C) Advertising Society of India D) Indian Newspaper Society
89. Consumer awareness advertisement by the government is an example of ---.
- A) Classified ad B) Corporate ad
C) Public Service ad D) Institutional ad
90. The club soda / mineral water ad of some companies which also produce Indian – made foreign liquor under the same logo is an example of ---
- A) Surrogate ad B) Endorsement ad
C) Advertorial D) Essential ad
91. Brief matter – of – fact information such as matrimonial, real estate, automobiles are known as
- A) Classifieds B) Institutional ads
C) Professional ads D) Direct marketing
92. The official English magazine of IPRD, Govt of Kerala is
- A) *Malayali Voice* B) *Voice of Kerala*
C) *Kerala Calling* D) *Kerala Calls*

93. The first printed work using movable types was done by Johannes Gutenberg in
 A) England B) Italy C) Germany D) Spain
94. Name the first private satellite TV channel in Kerala.
 A) Soorya TV B) India Vision
 C) Asianet TV D) Kairali TV
95. Who coined the term fourth estate?
 A) Lord William Bentick B) Edmund Burke
 C) Winston Churchill D) Clement Atlee
96. Name the global body that monitors the operation and administration of Internet domain name system.
 A) gTLD B) ICANN
 C) cCTLD D) UIDAI
97. Linux was developed by -----
 A) Pranav Mistry B) Julian Assange
 C) Linus Torvalds D) John Markoff
98. Who founded Facebook?
 A) Lorenz Bogaert and Toon Coppens
 B) Ramu Yalamanch
 C) Mark Zuckerberg
 D) Bill Gossman
99. Odessa Steps is a famous sequence in the classic movie, -----
 A) *The Bible* B) *The Birth of a Nation*
 C) *Unchien Andalou* D) *Battleship Potemkin*
100. “Medium is the message” is a theory of media effects proposed by
 A) Marshall McLuhan B) Elihu Katz
 C) Daniel Lerner D) George Gerbner
101. Which among the following statements about Press Council of India is false?
 A) It consists of 28 members
 B) The Speaker of the Lok Sabha nominates 5 MPs to the Council
 C) The Chairman of the Council is nominated by the President of India
 D) The Council was constituted in 1966
102. The directive/guideline issued by the Directorate of AIR to its radio stations on the programme scheduling is known as
 A) Clock Format
 B) Integrated Schedule
 C) National Programme Schedule
 D) Fixed Point Chart

113. French critic Andre Bazin's classic work on film theory is titled -----
 A) *Shot, Scene and Sequence* B) *Montage*
 C) *Looking Glass* D) *What is Cinema*
114. Jib arm is used in ----
 A) Folding the printed newspaper
 B) Instantly changing sets in a studio
 C) Shooting video programmes
 D) Controlling the brightness of light in a studio
115. Which among the following movies had a long speech of Charles Chaplin against war?
 A) *Limelight* B) *Modern Times*
 C) *A King in New York* D) *The Great Dictator*
116. Rich media is a/an -----
 A) Splash page in a website
 B) Internet ad
 C) Network – oriented programming language
 D) Media search engine
117. HTTP is -
 A) Hyper text technology procedure
 B) Hyper text technique protocol
 C) Hyper text transfer protocol
 D) Hyper text transfer procedure
118. The first Malayalam newspaper *Rajyasamacharam* was printed at a press in
 A) Illikunnu B) Olavaramundya
 C) Vadagara D) Mayyazhi
119. Swadeshabhimani Ramakrishna Pillai died in exile in -----
 A) Madras B) Kannur
 C) Pondicherry D) Thrissur
120. The details about editor, printer, publisher and printing press, given in a daily newspaper is known as
 A) Info line B) Imprint line
 C) Masthead line D) Print line
