



11. What is newseum?  
A) The interactive museum of news and journalism  
B) The international organization of media museums  
C) Indian Newspaper Society's initiative to preserve media archives  
D) None of the above
12. What is Berliner?  
A) A famous talk show on BBC  
B) A newspaper format  
C) A famous American movie  
D) A well known German Magazine
13. The business daily Mint, is a collaboration between  
A) Hindustan Times and The Wall Street Journal  
B) The Hindu and Guardian  
C) Pioneer and Washington Times  
D) Business Times and Open Magazine
14. "Always with the news" is the slogan of the television channel  
A) CNN-IBN  
B) Times Now  
C) BBC  
D) Asianet
15. The logo or sound image used on television or radio to identify the station is known as -----  
A) Symbol  
B) Ident  
C) Media mark  
D) Media sign
16. Final Cut Pro is a software from  
A) Microsoft  
B) Apple  
C) Samsung  
D) Adobe
17. AVID is the software used for  
A) Graphic design  
B) Video editing  
C) Help menu development  
D) Media accounting
18. The person responsible for lighting equipment on a film or television shoot is called  
A) Green lighter  
B) Fill lighter  
C) Foley  
D) Gaffer
19. Which of the following is the standard for compression of data in a computer image file?  
A) CMYK  
B) Bitmap  
C) Vector  
D) JPEG

20. InDesign is the software used for  
 A) Interior design                      B) Desk Top Publishing  
 C) Sound design                         D) Set design
21. Expansion of PNG is  
 A) Portable Nominal Graphics    B) Portable Network Graphics  
 C) Postscript Network Graphics   D) Postscript Nominal Graphics
22. Who is the Chairman of the Press Council of India?  
 A) Justice K G Balakrishnan    B) Justice Sirijagan  
 C) Justice Markandey Katju     D) Justice V R Krishna Iyer
23. Raja Ram Mohan Roy National Award for Excellence in Journalism is instituted by  
 A) Press Trust of India                B) Press Council of India  
 C) Press Institute of India          D) Indian Newspaper Society
24. In journalism parlance, 'kill' means  
 A) Death news                            B) News about murder  
 C) To cancel a news story          D) To delay the story
25. What is redhead?  
 A) A portable light                    B) A type of headline  
 C) A sound mixing device          D) A software
26. What is ream?  
 A) A standard measure of film    B) A standard measure of images  
 C) A standard measure of paper   D) A standard measure of sound level
27. What is Vidura?  
 A) A journal published by Press Institute of India  
 B) A magazine focusing on rural development  
 C) A nation-wide initiative for media literacy  
 D) A television channel
28. Which one of the following statement is not true?  
 A) Creative Commons is a nonprofit organization that enables the sharing and use of creativity and knowledge through free legal tools.  
 B) Creative Commons licenses are not an alternative to copyright.  
 C) Creative Commons was founded in 2001  
 D) Creative Commons is controlled by UNESCO

29. *Journal of Communication* is published by  
 A) International Communication Association  
 B) Indian Communication Network  
 C) Sage  
 D) Thomson Wadsworth
30. The book *Beyond the Lines* is authored by  
 A) Kuldip Nayar                      B) Sevanti Ninan  
 C) Hasan Suroor                      D) B G Varghese
31. Which one of the following statement about Spearman's rank correlation coefficient is true?  
 A) It is not a non-parametric measure of statistical dependence between two variables.  
 B) It cannot assess how well the relationship between two variables can be described using a monotonic function.  
 C) Spearman's coefficient can be used when both dependent (outcome; response) variable and independent (predictor) variable are ordinal numeric, or when one variable is a ordinal numeric and the other is a continuous variable.  
 D) All the above statements are false.
32. Who first articulated the third-person effect hypothesis?  
 A) David Berlo                      B) Bernard Reuben Berelson  
 C) Elihu Katz                      D) W P Davison
33. What is the industry jargon for the completion of film shoot?  
 A) Wrap                      B) Whip  
 C) Whoop                      D) Wipe
34. Country of Origin Effect (COE) is a term related to  
 A) Video production                      B) Soap Opera  
 C) Advertising                      D) Film
35. Which of the following abbreviations denotes the advertising cost of reaching each thousand people in the target audience?  
 A) TTP                      B) TAM  
 C) NRS                      D) CPT
36. The extra shot inserted between two visual images in a sequence which prevents a jarring transition is termed as  
 A) Jump cut                      B) Cutaway  
 C) Castaway                      D) Cross-over

37. Expansion of DTT  
 A) Digital Terrestrial Television B) Direct to Theatre  
 C) Digital Theatre Technique D) Digital Terrestrial Theatre
38. Which of the following is the first standard format for non-photographic images on web pages, offering high compression and small file size?  
 A) MPEG B) MP3  
 C) GIF D) JPEG
39. 'Mise en scene' is a term related to  
 A) Film B) Social networking sites  
 C) In sync recording D) None of these
40. 'White balance' is a term closely related to  
 A) Newspaper layout B) Video production  
 C) Website design D) Radio production
41. Identify the correct chronological sequence of the releases of the following:  
 A) Pather Panchali – Aparajito-Kanchanjunga-Mahanagar  
 B) Aparajito- Pather Panchali -Kanchanjunga-Mahanagar  
 C) Pather Panchali –Kanchanjunga- Aparajito –Mahanagar  
 D) Pather Panchali – Mahanagar -Aparajito-Kanchanjunga-
42. *Ikiru* was directed by  
 A) Kon Ichikawa B) Akira Kurosawa  
 C) Adoor Gopalakrishnan D) Satyajit Ray
43. *Nanook of the North* was made by  
 A) Robert Flaherty B) David Wark Griffith  
 C) Fred Neblo D) Charles Chaplin
44. Mathematical model of communication was developed by  
 A) George Gerbner B) Shannon and Weaver  
 C) E. Noelle Neumann D) F.X. Dance
45. ABX Model was proposed by  
 A) Pavlov B) Fritz Heider  
 C) T. Newcomb D) Harold Lasswell
46. UHF stands for  
 A) Ultra High Frequency B) Unidentified Historical Film  
 C) Unit of High Frequency D) Unedited Historical Film



57. Who is the chairman and chief executive of Facebook, Inc?  
 A) Eduardo Saverin                      B) Andrew McCollum  
 C) Mark Zuckerberg                      D) Dustin Moskovitz
58. Who is the inventor of World Wide Web?  
 A) Tim Berners Lee                      B) Charles Babbage  
 C) Elihu Katz                              D) Bill Gates
59. What kind of variables do have values that lie along an evenly dispersed range of numbers where there is an absolute zero?  
 A) Interval variables                      B) Ordinal variables  
 C) Nominal variables                      D) Ratio variables`
60. The most commonly occurring value in the data set is called  
 A) Mode                                      B) Median  
 C) Mean                                      D) Range
61. The average of a set of values obtained by adding all values and dividing by the number of values in the set is called  
 A) Median                                      B) Mode  
 C) Mean                                      D) Ratio
62. The square root of the variance is called  
 A) T-value                                      B) Mode  
 C) Standard Deviation                      D) Range
63. Which of the following indicates the degree to which the sample distribution is being pulled by outliers?  
 A) Skewness                                      B) Kurtosis  
 C) Standard Deviation                      D) Mean
64. SFX means  
 A) Sound effects                              B) Dubbing  
 C) Sound proof                              D) Sound recording
65. The first amateur radio club in India to start functioning in November 1923 was  
 A) Bombay Radio Club                      B) Delhi Radio Club  
 C) Lahore Radio Club                      D) Madras Radio Club
66. SNG means  
 A) Satellite News Gathering                      B) Semantic News Generation  
 C) Systematic News Gathering                      D) System for News Generation

67. The film *The Great Train Robbery* was made by  
 A) Georges Milies                      B) Louis Lumiere  
 C) Edwin S. Porter                      D) Edward Sandow
68. Who is the director of the film *Battleship Potemkin*?  
 A) Sergei Eisentein                      B) V I Pudovkin  
 C) Alexander Dovzhenko                      D) Nikolai Batalov
69. The headquarters of World Wide Web consortium is  
 A) New Delhi                              B) Amsterdam  
 C) Toronto                                 D) None of the above
70. Who is the founder of CNN?  
 A) Rupert Murdoch                      B) Ted Turner  
 C) Paul Julius Reuter                      D) Arthur Collins
71. Marshall McLuhan was a citizen of  
 A) U S A                                      B) Australia  
 C) U K                                        D) Canada
72. NIB means  
 A) News in Brief                              B) News in Black  
 C) News in Box                              D) News in Bullets
73. All India Radio began FM broadcasting in  
 A) 1977 in Madras                              B) 1987 in Bangalore  
 C) 1977 in Thiruvananthapuram                      D) 1987 in Calicut
74. The first external radio broadcasting from India was in  
 A) Urdu                                        B) English  
 C) Pushtu                                      D) Hindi
75. BBC was established in the year  
 A) 1932                                        B) 1922  
 C) 1921                                        D) 1942
76. Joseph Pulitzer was associated with the publication of  
 A) New Yorker                              B) New York World  
 C) New York News                              D) New York Times
77. Expansion of USAID  
 A) United System for Aid in Development  
 B) United States Agency for Industrial Development  
 C) United States Assistance for Industrial Development  
 D) United States Agency for International Development



78. Who authored the book *Passing of Traditional Society*?  
 A) Daniel Lerner                      B) Wilbur Schramm  
 C) Melvin DeFleur                    D) Paul Kennedy
79. Who developed Cultivation theory?  
 A) Harold Lasswell                    B) Osgood  
 C) Albert Bandura                      D) George Gerbner
80. *Sambad Kaumudi* was published by  
 A) K. Sukumaran BA                    B) Bala Gangadhar Tilak  
 C) Rajaram Mohan Roy                D) P K Balakrishnan
81. Which of the following theories was developed by Leon Festinger?  
 A) Theory of Congruity                B) Theory of Cognitive Dissonance  
 C) Theory of Social Learning        D) Theory of two step flow of information
82. Which of the following is the world's first national broadcasting organization?  
 A) BBC                                      B) Doordarshan  
 C) Prasarbharati                        D) AOL
83. The International Public Relations Association (IPRA) was formally established in  
 A) London on May 1, 1955  
 B) London on May 1, 1954  
 C) New York on May 1, 1955  
 D) New York on May 1, 1954
84. Who is Silvio Berlusconi?  
 A) A media tycoon  
 B) An American journalist  
 C) A communication theoretician  
 D) An Australian journalist and media scholar
85. The National Public Relations Day is celebrated in India on:  
 A) April 20                                B) April 21  
 C) May 20                                 D) May 21
86. Who contributes the column 'Barefoot' in the Hindu?  
 A) Kalpana Sharma                      B) C P Chandrashekhar  
 C) Praful Bidwai                         D) Harsh Mander

87. Expansion of TAM  
 A) Total Audience Measurement  
 B) Television Audiometer Measurement  
 C) Television Audience Measurement  
 D) Total Audiometer Measurement
88. Who is the presenter of the television programme '24 Frames' in India Vision?  
 A) A.Sahadevan  
 B) Jayasankar  
 C) M.P.Basheer  
 D) None of these
89. Who is the founder of NDTV?  
 A) Prannoy Roy  
 B) Tim Bastion  
 C) Rupert Murdoch  
 D) Ambika Soni
90. 'Devil's Advocate' is a television show telecast by  
 A) Times Now  
 B) NDTV  
 C) CNN-IBN  
 D) BBC
91. Who among the following is famous for exposing the Bofors scandal?  
 A) Chitra Subramaniam  
 B) Anita Pratap  
 C) Shobha De  
 D) Arundhati Roy
92. Who among the following anchors the show 'The Last Word' on CNN-IBN?  
 A) Karan Tapar  
 B) Amna Sheriff  
 C) Salman Khan  
 D) Aamir Khan
93. Who conducted the Bob Doll Experiment?  
 A) Albert Bandura  
 B) Denis McQuail  
 C) Jill Lepore  
 D) Thorndike
94. Who is the director of the mega television show 'Satyameva Jayate'?'  
 A) Aamir Khan  
 B) Kiran Rao  
 C) Ram Sampath  
 D) Satyajit Bhatkal
95. A person who writes articles or speeches for another person  
 A) Leader writer  
 B) Editor  
 C) Ghost writer  
 D) Columnist
96. A written defamatory statement is known as  
 A) Sedition  
 B) Libel  
 C) Slander  
 D) Jingle
97. Who is called a cub?  
 A) Leader writer  
 B) Trainee reporter  
 C) News editor  
 D) Editor

98. Which of the following statement is not true?
- A) The FTII is an autonomous body under the Ministry of Information and Broadcasting of the Government of India.
  - B) FTII was established as 'Film Institute of India' in 1960.
  - C) FTII headquarters is in New Delhi.
  - D) The FTII is a member of CILECT, an international association of film schools.
99. In the history of Doordarshan, what is the importance for the year 1993?
- A) DD started its five metro channels
  - B) DD started colour transmission
  - C) DD shifted into high definition
  - D) DD started DTH
100. The first five year plan period was
- A) 1952-1957
  - B) 1951-1956
  - C) 1953-1958
  - D) None of these
101. The theory of adoption of innovation was developed by
- A) Denis McQuail
  - B) William F. Ogburn
  - C) Harold Lasswell
  - D) Everett M Rogers
102. Which one of the following equations is true?
- A)  $\text{Median} = (\text{mean} - \text{mode})/4$
  - B)  $\text{Mean} = 2 \text{ median} - 3 \text{ mode}$
  - C)  $\text{Mode} = 3 \text{ median} - 2 \text{ mean}$
  - D)  $\text{Mean} = 2(\text{median} - \text{mode})$
103. Which of the following is the famous work of Wilbur Schramm?
- A) *Media and Social Change*
  - B) *Mass Media and National Development*
  - C) *Four Theories of Development Communication*
  - D) *Paradigm Shift in Communication*
104. Which of the following statements is correct?
- A) Samuel F.B Morse invented telegraph in 1844
  - B) Samuel F.B Morse invented telegraph in 1884
  - C) Thomas Alva Edison invented telegraph in 1844
  - D) Thomas Alva Edison invented telegraph in 1884
105. Who formed the United Press Association?
- A) Paul Julius Reuter
  - B) Edward Willis Scripps
  - C) Sean McBride
  - D) Joseph Pulitzer

106. PANA is an  
 A) African news agency                      B) American news agency  
 C) Australian news agency                  D) Arabian news agency
107. Which of the following is the news agency of Egypt?  
 A) ALAI    B) OANA  
 C) MENA     D) IRNA
108. McBride Commission Report was published in the year  
 A) 1982    B) 1980  
 C) 1987    D) 1970
109. What is the importance of 1952 in the history of Indian media?  
 A) The first Press Commission was appointed in 1952  
 B) The second Press Commission was appointed in 1952  
 C) The PTI was established in 1952  
 D) DD started transmission in 1952
110. Who authenticates the declaration filed by a publisher?  
 A) Registrar of Newspapers                  B) District Magistrate  
 C) Tehasildar                                     D) Village Officer
111. Manu Joseph is associated with  
 A) *Tehelka*    B) *Outlook*  
 C) *Pioneer*     D) *Open Magazine*
112. The first issue of James Augustus Hicky's Bengal Gazette was published in  
 A) 1780    B) 1680  
 C) 1870    D) 1860
113. Which of the following statements is true?  
 A) DAVP works under the Ministry of Information and Broadcasting  
 B) DAVP works under the Ministry of Telecommunication  
 C) DAVP works under the Ministry of Defense  
 D) DAVP works independently
114. The need hierarchy was developed by  
 A) Melwin DeFluer                                B) Abraham Maslow  
 C) Paul Hodkinson                                D) Richard Muller

115. Which of the following model makes the assumption that mass medium is the syringe and message is the fluid?  
A) The hypodermic needle theory  
B) The third person effect theory  
C) The spiral of silence theory  
D) None of these
116. What is WAN-IFRA?  
A) The World Association of Newspapers and News Publishers  
B) The World Association of News Agencies and Federal Regulators  
C) The Web Newspaper Association  
D) None of these
117. Who is the chairman of Kerala Press Academy?  
A) M P Veerendrakumar                      B) N P Rajendran  
C) N Padmanabhan                              D) Thomas Jacob
118. Standard Deviation is  
A) A measure of dispersion                  B) A measure of central tendency  
C) A probability value                          D) A degree of freedom
119. An independent variable is manipulated in  
A) Experimental research                      B) Case study  
C) Ethnographic method                      D) Descriptive study
120. What is the Mean of the following set of scores: 100, 150, 200, 250, 300, 350?  
A) 525    B) 500  
C) 350    D) 225

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