

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

20. Beam splitter or prism block is an integral part of a/an -----
 A) Edit suit B) Lighting consoles
 C) TV camera D) Audio control unit
21. What is the normal aspect ratio of HDTV?
 A) 16 x 9 B) 16 x 10
 C) 16 x 11 D) 16 x 12
22. The space left in front of a person looking or pointing towards the edge of a screen is described as -----
 A) Headroom B) Nose room
 C) Lead room D) None of these
23. The standard unit/s of measuring light intensity for a television production is/are---
 A) Lux B) Foot-candles
 C) Both of these D) None of these
24. Lighting the foreground figures with highly directional light with the background remaining dark is described as -----
 A) Cameo lighting B) Fill light
 C) Key light D) Silhouette
25. Which of the following is an OOH advertisement?
 A) Pop-up B) Billboard
 C) Classified D) Consumer ad
26. According to the Company's Act of 2013, a company with annual profit over 5 crore should spend ----- per cent of the last three years average net profit on Corporate Social Responsibility (CSR).
 A) 2 B) 3 C) 4 D) 5
27. Social marketing refers to promoting -----
 A) Products for specific societies
 B) Goods and services for the wellbeing of a society
 C) E-governance
 D) Social causes and ideals
28. *Crystallising Public Opinion* is written by -----
 A) Ivy Lee B) Scot M Cutlip
 C) Edward Bernays D) Allen H Center
29. *Boulwarism* in labour relationship means -----
 A) Handing over a strike notice
 B) Face to face interaction
 C) Take it or leave it
 D) Last minute conciliatory talk to withdraw a strike

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

50. Indian Institute of Mass Communication does not have a centre in one of the following places. Identify the place.
- A) Dhenkanal B) Shillong
C) Amaravati D) Kottayam
51. Which of the following is not a method associated with press agency?
- A) Staged events B) Publicity stunts
C) Faux rallies D) Faux pas
52. 'Profnet' is a -----
- A) PR news wire
B) International network of PR bodies
C) Internal communication using internet
D) Network of PR professional in UK
53. Identify the Kerala based advertising agency from the following.
- A) Rediffusion B) Mudra
C) Saatchi & Saatchi D) Jelitta
54. Efforts by an organization or individuals to avoid answering questions posed by news reporters are described as -----
- A) Puffery B) Ghosting
C) Sandbagging D) Goldbricking
55. '*Vriathantha Pathrapravarthanam*' is a book authored by
- A) T. Venugopalan
B) Prof. J.V. Vilanilam
C) Swadeshabhmani Ramakrishna Pillai
D) N.N. Satyavritan
56. Name the first non-Congress Information and Broadcasting Minister in the Union Cabinet.
- A) A B Vajpayee B) L K Advani
C) Sushma Swaraj D) Arun Jaitely
57. A small microphone that can be clipped onto clothing is called -----
- A) Fishpole B) Shotgun
C) Lavalier D) Cardioid
58. Choose the correct chronological order of Malayalam television channels.
- A) Asianet, Surya, Jeevan, Kairali
B) Asianet, Surya, Kairali, Jeevan
C) Asianet, Surya, Kairali, India Vision
D) Asianet, Surya, Jeevan, India Vision
59. Short sentences used in a television/radio script to hold the audience attention just before a commercial break is called
- A) Lead-in B) Wraparound
C) Teaser D) None of these

60. Pad copy in radio news bulletin means -----
A) Unimportant news copy for use near the end of a newscast if needed to fill time
B) The line or two of a news story
C) Arrangements of news stories in a newscast
D) Keeping the most important news until the middle or end of a newscast
61. A video shot used to avoid a jump cut is described as -----
A) Cut off
B) Breaker
C) Crash
D) Cutaway
62. What is the correct expansion of LED?
A) Light Energy-saving Device
B) Light Emitting Diode
C) Light Energy Diode
D) Light Emitting Device
63. The three primary colours used in video processing are -----
A) Red, green, black
B) Red, black, yellow
C) Red, black, magenta
D) Red, blue, green
64. Which of the following city did not have a radio station at the time of independence?
A) Lucknow
B) Baroda
C) Tiruchirapally
D) Bombay
65. *Tamasha* is a famous folk theatre of -----
A) Gujarat
B) Bengal
C) Maharashtra
D) Tamil Nadu
66. *Network 18*, a leading media business group in India, was recently taken over by----
A) Mukesh Ambani
B) Aditya Birla
C) Gautam Adani
D) Kalanidhi Maran
67. Who is the founder editor of *Swadeshabhimani*?
A) Ramakrishna Pillai
B) A Balakrishna Pillai
C) C V Kunhiraman
D) None of these
68. Who played the lead role in the film *Bandit Queen*?
A) Kankana Sen
B) Aparna Sen
C) Seema Biswas
D) Nandita Das
69. *Kaliyattam*, a National Award winning Malayalam movie directed by Jayaraj, is an adaptation of Shakespeare's -----
A) *Macbeth*
B) *Julius Caesar*
C) *Romeo and Juliet*
D) *Othello*

70. Name the movie that was adjudged the best feature film in the 62nd National Film Awards announced in March 2015.
 A) Queen B) Ottal
 C) Court D) Mary Kom
71. Who hosts *Devil's Advocate*, a famous television interview?
 A) Burkha Dutt B) Arnab Goswami
 C) Prannoy Roy D) Karan Thapar
72. Which of the following actors has not won the best actor award in the National Film Awards?
 A) P J Antony B) Thilakan
 C) Premji D) Suresh Gopi
73. The expression mouse potato is used to refer to -----
 A) An idler who spends hours on watching television
 B) A person who spends much time on listening to music
 C) A person who spends much time before a computer
 D) A lazy person who chats for hours on WhatsApp
74. Which of the following is not a radio-editing software?
 A) Logic Pro B) Cubase
 C) Sound Forge D) Adobe Sound
75. When was the radio service in India renamed as All India Radio (AIR)?
 A) 1932 B) 1934 C) 1936 D) 1938
76. As on 31, December 2014 All India Radio has ----- broadcasting stations.
 A) 314 B) 414 C) 514 D) 614
77. ----- station is All India Radio's first FM station in Kerala.
 A) Kochi B) Ananthapuri
 C) Devikulam D) Kannur
78. *Media*, a bilingual monthly journal, is presently published by
 A) Kerala Press Academy
 B) Indian Newspapers Society
 C) Kerala Union of Working Journalists
 D) Kerala Media Academy
79. Name the first Malayalam newspaper that launched an internet edition.
 A) *Malayala Manorma* B) *Mathrubhumi*
 C) *Kerala Kaumudi* D) *Deepika*
80. Which of the following is an example of hot media as envisaged by Marshall McLuhan?
 A) Radio B) Telephone C) Television D) Cartoon

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

103. A term used for printing advertisement in a news paper or magazine that extends all the way to the edge of the page with no margin.
- A) Bleed B) Agate Line
C) Billboard D) Gutter
104. What is the importance of 1982 in the history of Indian television?
- A) Doordarshan delinked from AIR
B) *Ramayan* serial launched
C) Switched over to colour transmission
D) Prasar Bharati Bill introduced in Parliament
105. *InDesign* is a -----
- A) Video editing software
B) Newspaper layout software
C) Audio editing software
D) Web designing software
106. Who revolutionized cinema from being a photoplay to a mass medium in the early stage of medium?
- A) Edwin S Potter B) Lumiere Brothers
C) Thomas Edison D) Georges Melies
107. Style book in a media organisation is primarily intended to ensure
- A) Impartiality B) Consistency
C) Balance D) Accuracy
108. Who bought WhatsApp recently?
- A) Google B) Yahoo
C) Facebook D) AOL
109. ASCI is a ----- body of advertising in India.
- A) Monitoring B) Statutory
C) Professional D) All of these
110. *Breathless* is considered to be a/an -----
- A) French new wave film B) German surrealist film
C) Italian neorealist film D) American new wave film
111. What is proxemics?
- A) Study of eye behavior
B) Study of space in communication
C) Study of touching
D) Study of body movements
112. The name that is most associated with WikiLeaks is -----
- A) Richard Stallman B) Julian Assange
C) Tim Bernet D) Bill Gates

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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