

1. Study of the use of time in Communication is called
 - A) Chronemics
 - B) Proxemics
 - C) Haptics
 - D) Kinesics

2. Semiotics is
 - A) The study of the sounds we use to produce/interpret speech
 - B) The arrangement of words and phrases to create well-formed sentences
 - C) The study of signs, symbols and signification
 - D) The linguistic study of names, both personal and place names

3. Match the names in **Group A** with the Communication Theory/Model in **Group B**:

Group A	Group B
1. David Berlo	a) Knowledge Gap Theory
2. George Gerbner	b) Spiral of Silence Theory
3. Philip J Techenor	c) SMCR Model
4. Elizabeth Noelle-Neumann	d) Cultivation Theory

A) 1–d, 2–c, 3–b, 4–a	B) 1–b, 2–d, 3– c, 4 – a
C) 1– a, 2–b, 3–c, 4–d	D) 1 – c, 2–d, 3– a, 4 - b

4. In the communication process, ‘Selective perception’ is
 - A) A person’s conscious or unconscious choice to receive messages from a specific source
 - B) The receiver’s decision to save or not to save information in long-term memory
 - C) The process of attributing meaning to messages
 - D) The decision to pay or not to pay attention to the message, when the receiver cannot avoid exposure

5. *Facebook* was founded by
 - A) Bill Gates
 - B) Mark Zuckerberg
 - C) Jack Dorsey
 - D) Larry Page & Sergey Brin

6. The first Readers’ Editor of the *Hindu* was
 - A) N. Ram
 - B) K. Narayanan
 - C) S. Viswanathan
 - D) A. S.Panneerselvan

7. Leader Writer in a newspaper is one who
 - A) Writes or edits the important stories on the front page
 - B) Writes and edits features
 - C) Writes editorials
 - D) Scrutinizes the letters to the editor

8. Identify the correct chronological sequence of the starting of the following periodicals.
 1) *India Today* 2) *Frontline* 3) *Mathrubhumi Weekly* 4) *Femina*
- A) 1 – 2 – 3 – 4
 B) 4 – 2 – 1 – 3
 C) 3 – 4 – 1 – 2
 D) 2 – 4 – 1 – 3
9. “Were it left to me to decide whether we should have a government without newspapers or newspapers without government, I should not hesitate a moment to prefer the latter”. Who said it?
 A) Bertrand Russell
 B) Thomas Carlyle
 C) Jawaharlal Nehru
 D) Thomas Jefferson
10. Match the film makers in **Group A** with the films in **Group B**
- | Group A | Group B |
|------------------|-------------------------|
| 1. Aravindan | a) <i>Subarnarekha</i> |
| 2. Ritwik Ghatak | b) <i>Vastuhara</i> |
| 3. Satyajit Ray | c) <i>Salaam Bombay</i> |
| 4. Mira Nair | d) <i>Charulatha</i> |
- A) 1– c, 2 – d, 3– a, 4 – c
 B) 1– b, 2– a, 3– d, 4– c
 C) 1–d, 2 – b, 3– a, 4 – c
 D) 1– a, 2– c, 3– b, 4– d
11. ‘Many Voices, One World’ is
 A) A book on intercultural communication written by Marshall McLuhan
 B) A slogan popularized by UNESCO
 C) The report of UNESCO’s International Commission for the study of communication problems
 D) The title of a UN document on International Communication
12. The full form of NWICO is
 A) New World Information and Communication Order
 B) New Ways of Information and Communication Order
 C) Need for World Information and Communication Order
 D) New World International Communication Order
13. The largest circulated newspaper in the world is
 A) *New York Times*
 B) *The Guardian*
 C) *USA Today*
 D) *Yomiuri Shimbun*
14. In India colour television transmission was launched in
 A) 1976
 B) 1982
 C) 1983
 D) 1997
15. “Marathon Boy” is a feature-length documentary film directed by
 A) Gemma Atwal
 B) John Schlesinger
 C) Anand Patwardhan
 D) Zana Briski

16. Who among the following did not hold the position of the Chairman of the Press Council of India?
A) Justice R. S. Sarkaria B) Justice Markandey Katju
C) Justice A. N. Grover D) Justice V. S. Malimath
17. The interruption of a continuously filmed action by inserting a view of something else is called
A) Cut away shot B) Jump cut
C) Cut in shot D) Over-the-shoulder shot
18. **Assertion (A):** India imbibed the concept of journalism in its modern sense, during the British period.
Reason (R): The first newspaper in India, *Bengal Gazette*, was launched by James Augustus Hickey.
A) (A) and (R) are correct
B) (A) is correct, but (R) is not
C) (A) is incorrect, but (R) is correct
D) (A) and (R) are correct, but (R) is not the appropriate explanation of (A)
19. **Assertion (A):** The Press Council of India should be restructured and renamed.
Reason (R): Press Council of India which never had any significant legal authority, has outlived its utility.
A) (A) is correct, but (R) is not
B) (A) and (R) are correct
C) (A) and (R) are correct, but (R) is not the appropriate explanation of (A)
D) (A) is incorrect, but (R) is correct
20. "Journalism is literature in a hurry." This quote is attributed to
A) Noam Chomsky B) Mark Twain
C) Matthew Arnold D) Oscar Wilde
21. Berliner is
A) A newspaper format B) Name of a news agency
C) Name of a German newspaper D) A newspaper design concept
22. Match **Group A** with **Group B**
- | Group A | Group B |
|--------------------|-----------------------------|
| 1. Art Buchwald | a) Broadcast journalist |
| 2. Barbara Walters | b) Columnist |
| 3. Bob Woodward | c) Talk show host |
| 4. Oprah Winfrey | d) Investigative journalist |
- A) 1 – b, 2 – a, 3 –d, 4 – c
B) 1 – c, 2 – d, 3 –b, 4 – a
C) 1 – a, 2 – b, 3 –c, 4 – d
D) 1 – d, 2 – c, 3 –a, 4 – b

23. Changing the focal length of the lens to make the subject appear closer or further away in the frame is called
 A) Panning B) Tilting C) Trucking D) Zooming
24. Intentional, purposeful and goal directed communication is called
 A) Expressive communication B) Rhetorical communication
 C) Accidental communication D) Formal communication
25. Three lights in the basic lighting triangle are
 A) Key light, fill light, soft light B) Key light, fill light, back light
 C) Key light, incident light, back light D) Key light, fill light, spot light
26. The theory which asserts that media texts produced in western nations have come to dominate media channels all over the world, is called
 A) Media Imperialism theory B) Knowledge gap theory
 C) Gate keeping theory D) Agenda setting theory
27. The term 'Development Communication' was coined by
 A) Everett M. Rogers B) Srinivas Melkote
 C) Nora C. Quebral D) Alan Chalkley
28. An advertisement that runs till the edge of the page and leaves no margin is called:
 A) Bleed B) Flood
 C) Banner D) Flesh
29. The book, *The Gutenberg Galaxy* was authored by
 A) Daniel Lerner B) Joseph A. DeVito
 C) Harold Pinter D) Marshall McLuhan
30. **Assertion (A):** Even in democratic countries, newspapers, magazines and broadcasting outlets are not independent actors, although they have the potential to exercise independent power.
Reason (R): The content of the news media always reflects the interests of those who finance them.
 A) (A) is correct, but (R) is incorrect
 B) (A) and (R) are correct
 C) (A) and (R) are incorrect
 D) (A) is incorrect, but (R) is correct.
31. Match the frequencies in **Group A** with the FM radio stations in **Group B**:

Group A

1. 92.7
2. 94.3
3. 98.3
4. 101.9

Group B

- a. Radio Mirchi
- b. Ananthapuri FM
- c. Club FM
- d. Big FM

- A) 1 – c, 2 – d, 3 – b, 4 – a
 C) 1 – a, 2 – d, 3 – b, 4 – c

- B) 1 – d, 2 – c, 3 – a, 4 – b
 D) 1 – b, 2 – a, 3 – c, 4 – d

32. Match the famous actors in **Group A** with the films in **Group B**:
- | Group A | Group B |
|--------------------|-----------------------|
| 1. Buster Keaton | a. Rat Race |
| 2. Charlie Chaplin | b. A Stitch in Time |
| 3. Rowan Atkinson | c. The Great Dictator |
| 4. Norman Wisdom | d. The General |
- A) 1 – d, 2 – c, 3 – a, 4 – b B) 1 – a, 2 – b, 3 – d, 4 – c
 C) 1 – b, 2 – c, 3 – d, 4 – a D) 1 – c, 2 – b, 3 – a, 4 – d
33. *Celluloid Man* is a documentary film on the life and work of
 A) P. Subramaniam B) J.C. Daniel
 C) P.K. Nair D) Kunchacko
34. In the 21st IFFK ‘Lifetime Achievement Award’ was given to
 A) Carlos Saura B) Marco Bellocchio
 C) Jiri Menzel D) Daruish Mehrjui
35. The area in which all objects, located at different distances from the camera appear in focus, is called
 A) Depth of field B) Depth staging
 C) Focal length D) Scanning area
36. A small microphone that can be clipped onto clothing is
 A) Ribbon microphone B) Cardioid microphone
 C) Condenser microphone D) Lavalier microphone
37. A series of sketches of the key visualization points of an event, with the corresponding audio information is called
 A) Treatment B) Synopsis
 C) Screenplay D) Storyboard
38. In Mass Media Research, the scale often used to measure respondents’ attitudes by asking the extent to which they agree or disagree with a particular question or statement is
 A) Guttman Scale B) Thurstone Scale
 C) Likert Scale D) Semantic Differential Scale
39. Libertarian Theory, one of the four Normative theories of the Press, is also known as
 A) Authoritarian Theory B) Free Press Theory
 C) Social Responsibility Theory D) Communist Media Theory
40. **Assertion (A):** In India journalists do not enjoy any special freedom as ‘Freedom of the Press’ is nowhere mentioned in the Indian Constitution.
Reason (R): Article 19(1) a. of the Constitution of India guarantees to all its citizens the right to freedom of speech and expression.
- A) (A) is correct and (R) is incorrect B) (A) is incorrect and (R) correct
 C) Both (A) and (R) are correct D) Both (A) and (R) are incorrect

41. Match the following:
- | Group A | Group B |
|-------------------------|----------------|
| 1. Eenadu | a) Tamil |
| 2. Ananda Bazar Patrika | b) Hindi |
| 3. Dinamalar | c) Telugu |
| 4. Dainik Jagaran | d) Bengali |
- A) 1 – b, 2 – c, 3 – a, 4 – d B) 1 – d, 2 – b, 3 – c, 4 – a
C) 1 – c, 2 – d, 3 – a, 4 – b D) 1 – a, 2 – b, 3 – c, 4 – d
42. Match the following:
- | Group A | Group B |
|----------------------|---------------------|
| 1. Tim Berners – Lee | a) Mobile phone |
| 2. Ivy Lee | b) Advertising |
| 3. Martin Cooper | c) World Wide Web |
| 4. David Ogilvy | d) Public relations |
- A) 1 – c, 2 – d, 3 – a, 4 – b B) 1 – d, 2 – a, 3 – c, 4 – b
C) 1 – a, 2 – b, 3 – c, 4 – d D) 1 – a, 2 – c, 3 – d, 4 – b
43. “One of the objects of a newspaper is to understand popular feeling and give expression to it; another is to arouse among the people certain desirable sentiments; and the third is fearlessly to expose popular defects.” This famous statement was made by
- A) Rabindranath Tagore B) Jawaharlal Nehru
C) Mahatma Gandhi D) Bankim Chandra Chatterjee
44. Who was the founder of the newspaper *The National Herald*?
- A) Mahatma Gandhi B) Jawaharlal Nehru
C) K. Rama Rao D) Feroze Gandhi
45. Which of the following is not directed by John Abraham?
- A) Agraharathile Kazhuthai
B) Amma Ariyan
C) Cheriyaachante Kroora Krithyangal
D) Kodiyettam
46. The weekly newspaper Gandhiji launched in South Africa was
- A) *Young India* B) *Navjeevan*
C) *Indian Opinion* D) *The New Age*
47. News gathering and reporting done by members of the general public, concentrating more on areas and events usually ignored by regular journalists, is called
- A) Ambush journalism B) Gonzo journalism
C) Citizen journalism D) Precision journalism
48. A communication theory with an audience-centred approach that focuses more on what people do with the media, as opposed to what media do to people, is known as
- A) Uses and Gratification Theory B) Cultivation Theory
C) Diffusion of Innovations Theory D) Cognitive Dissonance Theory

49. 'New Journalism' is
 A) Reportage that uses fictional techniques without fictionalizing the event
 B) Reporting of events that occur after the initial news event
 C) News reporting done to expose matters that are deliberately hidden by those in positions of power
 D) Journalism that rejects the traditional idea of objectivity
50. Associated Press (AP) is a multinational news agency headquartered in
 A) London B) Paris
 C) Washington DC D) New York City
51. The NDTV talk-show 'WE The People' is hosted by
 A) Vir Sanghvi B) Sekhar Suman
 C) Barkha Dutt D) Simi Garewal
52. The oldest Indian News Agency is
 A) Hindustan Samachar B) United News of India (UNI)
 C) Press Trust of India (PTI) D) Samachar Bharati
53. 'Politically Incorrect', a column in 'The Times of India', is written by
 A) Chetan Bhagat B) Sobha De
 C) Vir Sanghvi D) Tavleen Singh
54. During the Emergency all the News agencies in India were
 A) Put under strict censorship B) Banned
 C) Renamed D) Merged to form a single news agency
55. 'Biopic' is
 A) A film that depicts & dramatizes the life of an important historical personage.
 B) A type of crime film featuring cynical, malevolent characters.
 C) Fictional and dramatized recreation of factual events in the form of a documentary.
 D) A type of film in which fictional events are presented in a documentary style to create a parody.
56. *Nanook of the North*, the first commercially successful feature-length Documentary film was directed and produced by
 A) John Grierson B) Basil Wright
 C) Paul Rotha D) Robert J. Flaherty
57. Which of the following is a Norman McLaren film?
 A) *The Birth of a Nation* B) *A Dog's Life*
 C) *Neighbours* D) *The General*
58. V-cinema is a concept developed out of ----- film industry.
 A) Vietnamese B) Japanese C) French D) Moroccan

59. Match the film actors in **Group A** with their real names in **Group B**:

Group A

1. Rajnikant
2. Dilip Kumar
3. Dharmendra
4. Prem Nazir

Group B

- a) Dharam Singh Deol
- b) Abdul Khader
- c) Sivaji Rao Gaekwad
- d) Muhammed Yousuf Khan

A) 1 – d, 2 – c, 3 – a, 4 – b

C) 1 – a, 2 – b, 3 – c, 4 – d

B) 1 – c, 2 – d, 3 – a, 4 – b

D) 1 – c, 2 – a, 3 – d, 4 – c

60. Which of the following has posted the full version of Panama Papers?

- A) Pew Research Institute
- B) International Consortium of Investigative Journalists (ICIJ)
- C) International Society of Investigative Journalists (ISIJ)
- D) Global Data Journalism Network (GDJN)

61. Identify the correct statement/s

Statement I: *Yojana*, a Monthly devoted to socio-economic issues, is published in English and in most of the regional languages in India.

Statement II: Though *Yojana* is a government sponsored publication, presenting different shades of opinion and views on any given issue is one of its avowed objectives.

A) I is correct, II is incorrect

C) I is incorrect, II is correct

B) I and II are correct

D) I and II are incorrect

62. An advertisement published in a newspaper or magazine, in the form of a news story or editorial, is called

- A) Jingle
- C) Advertorial

- B) Infomercial
- D) Unfair advertising

63. In photo composition, the space between the top of the subject's head and the top edge of the frame is called

- A) Nose room
- C) Lead room

- B) Head room
- D) Looking room

64. Identify the correct statement/s

Statement I : Office of The Registrar of Newspapers for India (RNI) came into being on 1 July 1956 on the recommendation of the First Press Commission.

Statement II : Headquarters of The Registrar of Newspapers for India is at Mumbai and the regional offices are at New Delhi, Kolkata, and Chennai.

A) I is correct, II is incorrect

C) I is incorrect, II is correct

B) I and II are incorrect

D) I and II are correct

65. The Press Council of India was established on

- A) September 22, 1962
- C) November 16, 1966

- B) July 4, 1966
- D) April 14, 1972

66. Chairman of the First Press Commission was
 A) Justice J.R. Mudholkar B) Justice K.K. Mathew
 C) Justice G.S. Rajadhyaksha D) Justice P.K. Goswami
67. Famous Communication Theory 'Diffusion of Innovations' was popularized by
 A) Melvin DeFleur B) Everett M. Rogers
 C) Wilbur Schramm D) Claude Shannon
68. Identify the correct statement/s :
Statement I : Without hypothesis, research lacks focus and clarity.
Statement II : Hypothesis development is usually the culmination of a rigorous literature review and emerges as a natural step in the research process.
- A) I is correct, II is incorrect B) Both I and II are incorrect
 C) Both I and II are correct D) I is incorrect, II is correct
69. A sampling technique in which every item of the population has an equal chance of being selected in the sample is called
 A) Cluster sampling B) Simple random sampling
 C) Accidental sampling D) Stratified sampling
70. In quantitative research, the questions are
 A) General B) Abstract
 C) Ambiguous D) Standardized
71. A quasi-experimental research design that involves repeated observations of the same variables over long periods of time, sometimes lasting many years, is called
 A) Cross sectional study B) Cross sequential study
 C) Cohort study D) Longitudinal study
72. The first Malayalam film *Vigathakumaran* was produced by
 A) B.V. Rao B) J.C. Daniel
 C) S. Nottani D) P. Subramaniam
73. Who among the following had the longest tenure as the Chairperson of the Central Board of Film Certification?
 A) Hrishikesh Mukherjee B) Anupam Kher
 C) Sharmila Tagore D) Leela Samson
74. A Point of View (POV) shot in a film/video makes the viewer
 A) See through the eyes of the Director of the film/video
 B) See through the eyes of a particular character in the film/video
 C) See through the eyes of the cameraman
 D) See whatever he/she would like to see
75. A big headline in a newspaper that stretches across the page, usually the front page, is called
 A) Byline B) Strap line
 C) Kicker D) Banner headline

76. Match the following Malayalam Women's magazines in **Group A** with the Publishers in **Group B**.

Group A

1. *Vanitha*
2. *Kanyaka*
3. *Mahilaratnam*
4. *Grihalakshmi*

Group B

- a. Mangalam Publications India Pvt. Ltd
- b. Mathrubhumi Printing & Publishing Co.
- c. Malayala Manorama Group
- d. Nana Publications

- A) 1 – b, 2 – a, 3 – c, 4 – d
C) 1 – a, 2 – b, 3 – d, 4 – c

- B) 1 – c, 2 – a, 3 – d, 4 – b
D) 1 – d, 2 – c, 3 – a, 4 – b

77. The Communication Theory which claims that people treat computers, television and new media as real people and places is

- A) Media Ecology
C) Media Equation
B) Meaning of Meaning
D) Media Logic

78. Which Communication Theory states that those who hold a minority point of view keep silent to prevent social isolation?

- A) Spiral of silence theory
C) Balance theory
B) Cultivation theory
D) Direct effects theory

79. Identify the correct statement/s:

Statement I : Section 500 of the IPC stipulates an imprisonment of up to two years, with or without fine, for someone held guilty of criminal defamation.

Statement II: As Criminal defamation is a non-compoundable offence and parties cannot seek a closure of the case by reaching a compromise.

- A) I and II are correct
C) I is correct, II is incorrect
B) I and II are incorrect
D) I is incorrect, II is correct

80. On the front page of the broadsheet newspapers in India, which area is treated as the principal focal point?

- A) Upper left of the page
B) Upper right of the page
C) The mathematical centre of the page
D) Area below the fold

81. The word 'Blockbuster' denotes

- A) A commercial film
B) A movie which is a huge financial success
C) A crime thriller film
D) A film that challenges social norms

82. Match the names in **Group A** with the concepts in **Group B**:

Group A

- a. W.W. Rostow
- b. Claude E. Shannon
- c. Marshall McLuhan
- d. Herbert Spencer

Group B

- 1) Evolutionary Perspective
- 2) Entropy
- 3) Stages of Growth
- 4) Medium is the message

- A) a – 3, b – 2, c – 4, d – 1
- C) a – 4, b – 2, c – 1, d – 3

- B) a – 1, b – 4, c – 3, d – 2
- D) a – 3, b – 1, c – 2, d – 4

83. The verbal code for communication is

- A) Any visual cue
- B) Picture
- C) Colour
- D) Words

84. The tool generally used by PR officers to communicate with others within the organization is

- A) News release
- B) Inter-personal communication
- C) Newsletter
- D) Brochure

85. Orchestration of all internal and external communication aimed at creating favourable perception among the stakeholders is called

- A) Internal PR
- B) Interface PR
- C) Corporate communication
- D) Organizational communication

86. Which one is the first search engine?

- A) Google
- B) Safari
- C) Archie
- D) Explorer

87. Identify the correct statement/s

Statement I : Indian Parliament has enacted a legislation to bring the Social media networks under control.

Statement II : It is reported that the social media networks are posing a danger to India's national security by becoming the vehicles of anti-national propaganda.

- A) Both **I** and **II** are correct
- B) **I** is correct, **II** is incorrect
- C) **I** is incorrect, **II** is correct
- D) Both **I** and **II** are incorrect

88. *Communicator* is a quarterly published by

- A) Press Council of India
- B) Kerala Press Academy
- C) Indian Institute of Mass Communication
- D) Indian Newspaper Society

89. Irrelevant or unsolicited message sent over the Internet is called

- A) Spam
- B) Worm
- C) Malware
- D) Trojan

90. The best known and the most used open source operating system is

- A) Windows
- B) Haiku
- C) Mac OS
- D) Linux

91. Final Cut Pro is a
 A) Manuscript editing software B) Video editing software
 C) Audio editing software D) News editing software
92. Which of the following is not a Malayalam font?
 A) *Suruma* B) *Kartika*
 C) *Rachana* D) *Ranjana*
93. Who became the Information and Broadcasting Minister after the Cabinet reshuffle in July 2016?
 A) Arun Jaitley B) Ravishankar Prasad
 C) Venkaiah Naidu D) Prakash Javadekar
94. **Assertion (A):** Field observations often make excellent pilot studies.
Reason (R): Field observations identify important variables and provide useful preliminary information.
- A) Both (A) and (R) are correct B) (A) is correct and (R) is incorrect
 C) Both (A) and (R) are incorrect D) (A) is incorrect and (R) is correct
95. India's first indigenous, experimental communication satellite successfully launched on June 19, 1981 was
 A) Aryabhata B) GSAT – 1
 C) APPLE D) INSAT – 1A
96. 'Point', a unit of measurement used in typography is equal to
 A) 1/70 inch B) 1/72 inch
 C) 1/60 inch D) 1/50 inch
97. Match the film studies books in **Group A** with the authors in **Group B**
- | Group A | Group B |
|-------------------------------------|----------------------|
| a. Film Form: Essays in Film Theory | 1) James Monaco |
| b. What is Cinema | 2) Hugo Munsterberg |
| c. Photoplay: A Psychological Study | 3) Sergei Eisenstein |
| d. How to Read a Film | 4) Andre Bazin |
- A) a – 3, b – 4, c – 2, d – 1 B) a – 1, b – 2, c – 3, d – 4
 C) a – 2, b – 4, c – 1, d – 3 D) a – 3, b – 2, c – 4, d – 1
98. The word which means 'over-consumption of information that has a negative effect on a person's well being and ability to concentrate' is
 A) Euphoria B) Life logging
 C) Infocination D) Ad nauseam

99. **Assertion (A):** Advertising and Public Relations are paid, one way public communication done through various communication channels.
Reason (R): Public Relations and Advertising are similar in concept; both are tools used to create positive awareness about an organization and its activities or a company and its products.
- A) Both (A) and (R) are correct B) (A) is correct and (R) is incorrect
 C) Both (A) and (R) are incorrect D) (A) is incorrect, but (R) is correct
100. Broadcasting or written publication of a false statement about a person that accuses him/her of a crime, immoral act etc is according to law
 A) Libel per se B) Contempt C) Slander D) Innuendo
101. Who directed Mr. and Mrs Iyer?
 A) Samudrakkani B) Kamal Haasan
 C) Aparna Sen D) Mrinal Sen
102. *Cahiers du Cinema* is an internationally acclaimed French film magazine founded in 1951 by
 A) Claude Chabrol B) Francois Truffaut
 C) Jean-Luc Godard D) Andre Bazin
103. A statistical term that refers to the most frequently occurring number within a set of numbers is
 A) Mean B) Median C) Mode D) Variance
104. National Press Day is celebrated in India on -----.
 A) April 1 B) December 10
 C) June 6 D) November 16
105. Expansion of **TRAI** is
 A) Television Regulatory Authority of India
 B) Telephone Regulatory Agency of India
 C) Telecom Regulatory Authority of India
 D) Telephone Regulation Act of India
106. In a newspaper, the information about the publisher, owner, printer, Place of publication, name of the editor etc are given in the
 A) Masthead B) Imprint line C) Jump line D) Cutline
107. Match the authors in **Group A** with the books in **Group B**:
- | Group A | Group B |
|------------------|---------------------------------------|
| a) Noam Chomsky | 1) The Passing of Traditional Society |
| b) Neil Postman | 2) Ways of Seeing |
| c) John Berger | 3) Amusing Ourselves to Death |
| d) Daniel Lerner | 4) Manufacturing Consent |
- A) a – 1, b – 2, c – 3, d – 4 B) a – 2, b – 3, c – 4, d – 1
 C) a – 4, b – 3, c – 2, d – 1 D) a – 2, b – 1, c – 4, d – 3

108. **Assertion (A):** Advertising is probably the most visible multinational industry in India.
Reason (R): In our country, almost all the leading multi-national advertising agencies are in operation.
- A) Both (A) and (R) are incorrect
 B) Both (A) and (R) are correct, but (R) is not the correct explanation of (A)
 C) Both (A) and (R) are correct
 D) (A) is correct, but (R) is incorrect
109. **Statement I:** India's Satellite Instructional Television Experiment, conducted from August 1975 to July 1976, was perhaps the most advanced and highly credible experiment in the field of Mass Communication.
Statement II: SITE prompted the Government of India to define and redefine the communication policy, as the experiment was intended to accelerate the process of national development.
- A) Both I and II are incorrect
 B) Both I and II are correct
 C) I is correct, II is incorrect
 D) I is incorrect, II is correct
110. Who wrote *Areopagitica*, a pamphlet published in 1644?
 A) Earnest Hemingway
 B) Rudyard Kipling
 C) John Milton
 D) Mark Twain
111. The term 'spin doctor' is a slang used to refer to
 A) News editor
 B) Legal advisor
 C) Advertiser
 D) PR professional
112. The 'Two-step Flow of Communication' model says that most people form their opinions under the influence of
 A) Parents
 B) Teachers
 C) Opinion leaders
 D) Political leaders
113. *My Paper Chase: True Stories of Vanished Times* is an autobiographical book by
 A) Truman Capote
 B) Harold Evans
 C) Carl Bernstein
 D) Rupert Murdoch
114. 'Intrapersonal Communication' is
 A) Face to face communication
 B) Communication process within an individual
 C) Communication with another person over telephone
 D) Discussion about personal issues
115. In the 21st edition of IFFK, 'Rajatha Chakoram' for the best debut Director was won by
 A) Rajeev Ravi
 B) Saibal Mitra
 C) Vidhu Vincent
 D) Dr. Biju
116. Who among the following prominent Indian journalists, was a member of the McBride Commission
 A) B. G. Verghese
 B) Kuldip Nayar
 C) H. K. Dua
 D) Kushwant Singh

117. Akira Kurosawa's classic film *Ran* was an adaptation of Shakespeare's
A) Macbeth B) Hamlet C) King Lear D) Othello
118. In the statistical research, Cohort is
A) A group of people sharing a common demographic experience
B) A theoretical creation that cannot be directly observed
C) A value that stays the same for all the units of an analysis
D) The process of reasoning from premises to a logical conclusion
119. A survey question that touches upon more than one issue, but allows for only one answer is called
A) Direct question B) Double-barreled question
C) Double-blind experiment D) Dependent variable
120. The experimental hypothesis stating that there are some real differences between two or more groups is called
A) Alternative hypothesis B) Null hypothesis
C) Complex hypothesis D) Non-directional hypothesis
