

Section 1 - Section 1

Question No.1

4.00

Bookmark

Choose the correct meaning of the italicized idiom.  
Those who work by *fits and start* seldom show good results.

- Rarely
- Irregularly
- Disinterestedly
- Regularly

Question No.2

4.00

Bookmark

Central Board of Film Certification is currently headed by

- Gulzar
- Anupam Kher
- Hemamalini
- Prasoos Joshi

Question No.3

4.00

Bookmark

*Wikileaks* was founded by

- Walter Lippmann
- C.P.Scott
- Julian Assange
- Chelsea Manning

Question No.4

4.00

Bookmark

Expand GPS

- Global positioning system
- Global positioning server
- Geo positioning server
- Geo positioning system

Question No.5

4.00

Bookmark

Choose the missing term : AZ, GT, MN, ?, YB

- SH
- TS
- SX
- KE

Question No.6

4.00

Bookmark

Yellow journalism refers to

- Newspapers published in other countries
- A style of newspaper using loud headlines, sensational stories, and lavish pictures, often fake
- Children's newspapers
- The color of the paper used for early newspapers

**Question No.7**

4.00

Bookmark 

Study the following information carefully and answer the question below it

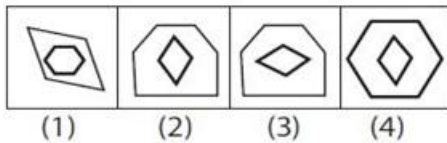
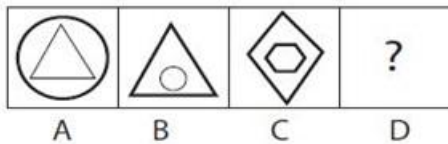
- (i) There is a group of five persons- A, B, C, D and E
- (ii) One of them is manual scavenger, one is sweeper, one is watchman, one is human scarecrow and one is grave-digger
- (iii) Three of them – A, C and grave-digger prefer tea to coffee and two of them – B and the watchman prefer coffee to tea
- (iv) The human scarecrow and D and A are friends to one another but two of these prefer coffee to tea.
- (v) The manual scavenger is C's brother

Who is a manual scavenger?

- A
- B
- C
- D

**Question No.8**

4.00

Bookmark 

- 1
- 2
- 3
- 4

**Question No.9**

4.00

Bookmark 

Name the American President who had to resign due to exposure by the media in Watergate scandal

- Richard Nixon
- Thomas Jefferson
- Abraham Lincon
- John F Kennedy

**Question No.10**

4.00

Bookmark 

Which number replaces the question mark?



- 12
- 10
- 9
- 11

**Question No.11**

4.00

Bookmark 

“Caption” is a

- Long essay
- Short essay
- Concluding part
- Brief explanation

**Question No.12**

4.00

Bookmark 

“Apollo 11” landed the first

- five humans on moon
- two humans on moon
- three humans on moon
- one human on moon

**Question No.13**

4.00

Bookmark 

The Foreign Direct Investment (FDI) in an Indian newspaper or magazine can be up to \_\_\_\_\_

- 26 Percent
- 51 Percent
- 19 Percent
- 50 Percent

**Question No.14**

4.00

Bookmark 

*Twitter* was started in

- 2002
- 2007
- 2010
- 2006

**Question No.15**

4.00

Bookmark 

Pulitzer prizes are awarded in

- India
- Netherlands
- USA
- UK

**Question No.16**

4.00

Bookmark 

The Department of Information and Broadcasting was set up in the year?

- 1957
- 1951
- 1947
- 1941

**Question No.17**

4.00

Bookmark 

Beti Bachao- Beti Padoa is a

- Programme by Central government
- Title of a cinema
- Title of a book
- Title of a TV serial

**Question No.18**

4.00

Bookmark 

Who said that communication is "the interchange of thoughts and ideas?"

- Theodor W. Adorno
- Walter Benjamin
- Max Horkheimer
- Denis McQuail

**Question No.19**

4.00

Bookmark 

Choose the best antonym of the italicized word.

Many snakes are actually *innocuous*.

- ferocious
- poisonous
- deadly
- harmful

**Question No.20**

4.00

Bookmark 

*Schindler's List* was directed by

- Satyajit Ray
- Steven Spielberg
- Akira Kurosawa
- Ritwik Ghatak

**Question No.21**

4.00

Bookmark 

India's largest News Agency is

- UTI
- PTI
- UNI
- API

**Question No.22**

4.00

Bookmark 

66A of IT Act was struck down by

- Supreme Court of India
- High Court of Madras
- High Court of Calcutta
- High Court of Delhi

**Question No.23**

4.00

**Bookmark** 

**Statements:** All tools are books, Some books are pens.

**Conclusion:**

I. Some tools are pen

II. Some pens are books

- If neither I nor II follows
- If only conclusion II follows
- If only conclusion I follows
- If either I or II follows

**Question No.24**

4.00

**Bookmark** 

*Guardian's* current editor is

- Alan Rusbridger
- Walter Cronkite
- Alan Rickman
- Katherine Viner

**Question No.25**

4.00

**Bookmark** 

In India, Obscenity is a punishable offence under

- Section 294 of IPC
- Section 88 of IPC
- Section 280 of IPC
- Section 279 of IPC

**Question No.26**

4.00

**Bookmark** 

Who wrote the book *Media Control: The Spectacular Achievements of Propaganda*?

- Ray Birdwhistell
- Edward T. Hall
- Harold Dwight Lasswell
- Noam Chomsky

**Question No.27**

4.00

**Bookmark** 

According to Working Journalist's Act 1955 who will fix the interim rates of wages for journalists?

- Central government in consultation with Wage Board
- Supreme Court
- Central government
- Wage Board

**Question No.28**

4.00

**Bookmark** 

The author of the book "Mass Communication in India"

- Keval M. Kumar
- Keval K. Kumar
- Keval J. Kumar
- Keval H. Kumar

**Question No.29**

4.00

**Bookmark** 

The Book 'Bias of Communication' was written by

- Wilbur Schramm
- Neil Postman
- Marshall McLuhan
- Harold Adams Innis

**Question No.30**

4.00

**Bookmark** 

Rajyavardhan Rathore is currently the

- Minister of Information and Broadcasting
- Minister of Agriculture
- Minister of External Affairs
- Minister of Finance

**Question No.31**

4.00

**Bookmark** 

Which newspaper first launched an internet edition in India?

- The Hindu
- The Telegraph
- Hindustan Times
- Times of India

**Question No.32**

4.00

**Bookmark** 

Who is the Public Service Broadcaster of India?

- Press Beureu
- Prasar Bharati
- Information and Broadcasting Ministry
- Akashvani

**Question No.33**

4.00

**Bookmark** 

The most important limitation of Information-flow theory is:

- Channel problem
- Source-dominance
- Message-centric
- Receiver-specific

**Question No.34**

4.00

**Bookmark** 

Study the following information carefully and answer the question below it:

Aasha, Bhuvnesh, Charan, Danesh, Ekta, Farhan, Ganesh and Himesh are sitting around a circle, facing the centre. Aasha sits fourth to the right of Himesh while second to the left of Farhan. Charan is not the neighbour of Farhan and Bhuvnesh. Danesh sits third to the right of Charan. Himesh never sits next to Ganesh.

Who among the following sits between Ganesh and Danesh?

- Bhuvnesh
- Charan
- Ekta
- Aasha

**Question No.35**

4.00

Bookmark 

The present Chairman of the Press Council of India is..

- Justice A. Parashar
- Justice Ruma Pal
- Justice Markandeya Katju
- Justice C. K. Prasad

**Question No.36**

4.00

Bookmark 

If in a certain language, GRASP is coded as BMVNK, which word would be coded as CRANE?

- FUDQH
- BQZMD
- XMVIZ
- HWFSJ

**Question No.37**

4.00

Bookmark 

The theory of frame analysis was developed by:

- Samuel Huntington
- Carl Hovland
- F. Inglis
- Erving Goffman

**Question No.38**

4.00

Bookmark 

**Statement:** "A Car is required on rent"-An Advertisement

**Assumptions:**

I. All types of Vehicles are available on Rent

II. People will respond to the advertisements

- If neither I nor II is implicit
- If only assumption II is implicit
- If only assumption I is implicit
- If both I and II are implicit

**Question No.39**

4.00

Bookmark 

The word "society" refers to large numbers of individuals, groups, and organizations that live in the same general area and consider themselves connected to one another through the sharing of culture which includes learned behaviors, beliefs, and

- Religion
- Money
- Ideas
- Values

**Question No.40**

4.00

Bookmark 

'A free press can of course be good or bad, but, most certainly, without freedom a press will never be anything but bad.'-Who said it?

- Albert Camus
- Jawaharlal Nehru
- John Milton
- Edmund Burke

**Question No.41**

4.00

Bookmark 

TRPs of a TV programme are calculated on a

- Monthly basis
- Fortnightly basis
- Daily basis
- Weekly basis

**Question No.42**

4.00

Bookmark 

SITE refers to

- Satellite Information Transfer Experiment
- Satellite Instructional Television Experiment
- Satellite Information Television Experiment
- Satellite Information Technology Experiment

**Question No.43**

4.00

Bookmark 

In which Year was "Indian Institute of Mass communication" established?

- 1968
- 1960
- 1965
- 1970

**Question No.44**

4.00

Bookmark 

Who suggested the Social Responsibility Theory of Media?

- Gaye Tuchman
- Hutchins Commission
- Media Practitioner
- Lance Bennett

**Question No.45**

4.00

Bookmark 

Sun is a tabloid being published from \_\_\_\_\_

- San Francisco
- Goteburg
- Kolkata
- London

**Question No.46**

4.00

Bookmark 

*Thambiran Vanakam*, the first book printed in India was in

- English
- Sanskrit
- Telugu
- Tamil



**Question No.47**

4.00

**Bookmark** 

If 5 men or 8 boys can do a work in 84 days. In how many days can 10 men and 5 boys can do the same work?

- 35
- 25
- 32
- 28

**Question No.48**

4.00

**Bookmark** 

Spying for the enemy is an offence under

- IPC
- Right to freedom
- Defamation
- Official Secrets Act

**Question No.49**

4.00

**Bookmark** 

Penny Press refers to the

- Cheap newspapers of 18th century
- Cheap newspapers of 21th century
- Cheap newspapers of 19th century
- Cheap newspapers of 17th century

**Question No.50**

4.00

**Bookmark** 

From the viewpoint of communication, myths are \_\_\_\_\_?

- Non-controversial
- Dynamic
- Statics
- Unnatural

**Question No.51**

4.00

**Bookmark** 

Universal Model of Communication will have

- Four Components
- Five Components
- Seven Components
- Six Components

**Question No.52**

4.00

**Bookmark** 

*Malgudi Days* was authored by

- R.K.Narayan
- Rabindranath Tagore
- M.J.Akbar
- Satyajit Ray

**Question No.53**

4.00

**Bookmark** 

The term secular was added to the constitution through which amendment?

- 42nd Amendment Act 1977
- 40th Amendment Act 1975
- 44th amendment Act 1978
- 43rd amendment Act 1978

**Question No.54**

4.00

**Bookmark** 

Akira Kurosawa was a

- Vietnamese Film Director
- Chinese Film Director
- Japanese Film Director
- Korean Film Director

**Question No.55**

4.00

**Bookmark** 

In recent times, the number of cases of death by poisoning \_\_\_\_\_ sharply.

- have increased
- increased
- had increased
- has increased

**Question No.56**

4.00

**Bookmark** 

Who authored the famous book "Confessions of an Advertising Man"?

- Juliane Behm
- David Ogilvy
- Claude C. Hopkins
- Solomon Dutka

**Question No.57**

4.00

**Bookmark** 

Since the \_\_\_\_\_ of the motor car, road accidents have increased dramatically.

- initiation
- inception
- advent
- inauguration

**Question No.58**

4.00

**Bookmark** 

These boys need some new books, \_\_\_\_\_?

- is it?
- don't they?
- isn't it?
- do they?

**Question No.59**

4.00

**Bookmark** 

Man Ki Baat is a

- Newspaper column
- Radio programme
- TV programme
- A serial

**Question No.60**

4.00

**Bookmark** 

Showing a TV program from the same series every day on the same time is called

- Hammocking
- Stripping
- Tentpoling
- Block programming

**Question No.61**

4.00

**Bookmark** 

The concept of positioning as a basis for advertising strategy was introduced by

- Rosser Reeves
- Jack Trout and Al Ries
- Leo Burnett and Al Ries
- David Ogilvy

**Question No.62**

4.00

**Bookmark** 

Media of the second degree were dependent on:

- Technical reproduction
- Oral distribution
- Handwriting
- Internal distribution

**Question No.63**

4.00

**Bookmark** 

Agenda setting refers to

- Cultural Effect
- Literary Effect
- Economic Effect
- Media Influence

**Question No.64**

4.00

**Bookmark** 

UIDAI stands for

- United Information and Data Authority of IndiaDefamation
- Unique Identification Authority of India
- United India Data Authority
- United India Data and Information

**Question No.65**

4.00

Bookmark 

“Broadsheet” refers to a newspaper with a

- Small format
- Large format
- Mobile phone format
- Medium format

**Question No.66**

4.00

Bookmark 

Which article empowers the government to impose reasonable restrictions to right to freedom of speech and expression?

- Article 19 1(a)
- Article 21
- Article 19 ( 2)
- Article 20

**Question No.67**

4.00

Bookmark 

The Editor of *The Hindu* is

- Arun Shourie
- M.J.Akbar
- Arundhati Roy
- Mukund Padmanaban

**Question No.68**

4.00

Bookmark 

Choose the best antonym of the italicized word.

There are four chapters that are *extraneous* to the structure of the book.

- needful
- relevant
- integral
- important

**Question No.69**

4.00

Bookmark 

Press Council of India consists of

- 27 members excluding chairman
- 28 members and a chairman
- 27 members including chairman
- 28 members including chairman

**Question No.70**

4.00

Bookmark 

If A+B means A is daughter of B,

A-B means A is husband of B

A × B means A is brother of B

From the statement P – Q + R × S, how is Q related to S?

- Niece
- Sister
- Mother
- None of these

**Question No.71**

4.00

**Bookmark** 

*The God of Small Things* was authored by

- Khuhswant Singh
- Daryl D'Monte
- Sarojini Naidu
- Arundhati Roy

**Question No.72**

4.00

**Bookmark** 

Kill in Media language means \_\_\_\_\_

- Shoot
- Eliminate
- Move
- Hold

**Question No.73**

4.00

**Bookmark** 

DAVP stands for

- Directorate of Audio Visual Programme
- Directorate of Advertising and Visual Projects
- Directorate of Advertising and Visual Publicity
- Directorate of Audio Visual Publicity

**Question No.74**

4.00

**Bookmark** 

International Telecommunication Union (ITU) was founded in \_\_\_\_\_ in 1865.

- Paris
- Geneva
- Canada
- Sweden

**Question No.75**

4.00

**Bookmark** 

*Python* is a

- Low level programming language
- Language that handles old computer data
- Language that handles home air conditioners
- High level programming language

**Question No.76**

4.00

**Bookmark** 

Communication is a

- Value system
- bit of Information
- Belief system
- Process

**Question No.77**

4.00

Bookmark 

Decoding refers to

- Producing the message
- Interpreting the code
- Producing the code
- Delivering message

**Question No.78**

4.00

Bookmark 

*Pather Panchali* was directed by

- Satyajit Ray
- Adoor Gopalakrishnan
- Mrinal Sen
- Ritwik Ghatak

**Question No.79**

4.00

Bookmark 

Choose the correct meaning of the italicized idiom.  
You cannot throw *dust into my eyes*.

- Abuse me
- Terrify me
- Hurt me
- Cheat me

**Question No.80**

4.00

Bookmark 

*Mother India* was directed by

- Govind Nihalani
- Mehboob Khan
- Satyajit Ray
- Shanta Ram

**Question No.81**

4.00

Bookmark 

Ritwik Ghatak was a contemporary filmmaker of

- Govind Nihalani
- Steven Spielberg
- Adoor Gopalakrishnan
- Satyajit Ray

**Question No.82**

4.00

Bookmark 

Which is the oldest feature agency operating in India?

- Compass Features
- Indian Press Agency
- Indian News & feature agency
- Gemini Features

**Question No.83**

4.00

**Bookmark** 

A two digit number is three times the sum of its digits. If 45 is added to it, the digits are reversed. The number is

- 27
- 35
- 31
- 32

**Question No.84**

4.00

**Bookmark** 

Theory of public opinion formation is credited to

- Harald Lasswell
- Walter Lippmann
- John Dewey
- Noam Chomsky

**Question No.85**

4.00

**Bookmark** 

'Spiral of silence' theory argued that

- Silence is a result of state's control of the media
- Majority opinion will silence the minority opinion
- Minority opinion will silence the majority
- Silence is a show of protest by the people

**Question No.86**

4.00

**Bookmark** 

"Many Voices and One World" was the report of

- UNESCO
- WHO
- Government of India
- UNICEF

**Question No.87**

4.00

**Bookmark** 

Article 19 (1) (b) refers to

- Reasonable Restrictions
- Fundamental Rights
- Peaceful assembly without arms
- Constitutional Amendment

**Question No.88**

4.00

**Bookmark** 

Which was the first Indian –owned English newspaper?

- Bombay Herald
- Reformer
- Bengal Herald
- Bengal Gazette

**Question No.89**

4.00

**Bookmark** 

Embedded Journalism is considered as a type of:

- Military Offensive
- Advertising
- News management
- Categorization of news

**Question No.90**

4.00

**Bookmark** 

Fundamental Rights come under which part of the constitution?

- Third
- Second
- First
- Fourth

**Question No.91**

4.00

**Bookmark** 

The First Controller of Indian Broadcasting was

- B.V.Keskar
- Melville De Mellow
- Sardar Vallabhai Patel
- Lionel Fielden

**Question No.92**

4.00

**Bookmark** 

Satyajit Ray was inspired by

- Raja Harichandra
- Nanook of the North
- Meghe Dhaka Thara
- Bicycle Thieves

**Question No.93**

4.00

**Bookmark** 

'Open to all parties, but influenced by none' was the slogan of

- Bengal Gazette
- India Journal
- Calcutta Gazette
- Bengal Journal

**Question No.94**

4.00

**Bookmark** 

Choose the best synonym of the italicized word. The prisoners of war signed the document under *coercion*.

- confusion
- supervision
- compulsion
- security



**Question No.95**

4.00

**Bookmark** 

Tactile Communication refers to

- Communication through touch
- Communication through visuals
- Communication through sounds
- Communication through smell

**Question No.96**

4.00

**Bookmark** 

The concept of "Global Village" was given by

- Harold Innis
- Everett Rogers
- Marshall McLuhan
- Manuel Castells

**Question No.97**

4.00

**Bookmark** 

India's first Information and Broadcasting Minister was

- B.V. Keskar
- Sardar Vallabhai Patel
- P.C.Sethi
- Nandhini Sathpathy

**Question No.98**

4.00

**Bookmark** 

The first company to produce hand held mobile phone was

- Nokia
- Motorola
- Samsung
- Xerox

**Question No.99**

4.00

**Bookmark** 

Based on the information given answer the following question.

1. In a family of six persons, there are people from three generations. Each has separate professions and they like different colours. There are two couples.
2. Shyam is an Engineer and his wife is not a doctor and she does not like Red colour.
3. Chartered Accountant likes green colour and his wife is a teacher.
4. Manisha is the mother-in-law of Sunita and she likes orange colour.
5. Vimal is the grand father of Tarun and tarun is the Principal and likes black colour.
6. Nyna is the grand daughter of Manisha and she likes blue colour. Nyna's Mother likes white colour.

Which of the following is the correct pair of two couples?

- Tarun-Nyna, Shyam-Sunita
- Shyam-Manisha, Vimal-Sunita
- Shyam-Sunita, Vimal-Manisha
- Cannot be determined

Name the highest circulated Indian language daily

- Amar Ujala
- Malayala Manorama
- Dainik Bhaskar
- Dainik Jagaran