

Sr No.	MA Mass Communication
1	Find the missing term in the following series: 3,15,?,63,99,143...?
Alt1	27
Alt2	35
Alt3	45
Alt4	56

2	Choose word from the given options which bears the same relationship to the third word, as the first two bears: Horse : Jockey :: Car : ?
Alt1	Mechanic
Alt2	Chauffeur
Alt3	Steering
Alt4	Brake

3	Food is to Fad as Religion is to.....?.....
Alt1	Crucification
Alt2	Notion
Alt3	Superstition
Alt4	Mythology

4	Select the lettered pair that has the same relationship as the original pair of words: Fond: Doting
Alt1	Solicitous: Concern
Alt2	Verbose: Wordiness
Alt3	Flurry: Blizzard
Alt4	Magnificent: Grandiose

5	Which of the following is the same as Emancipate, Free, Release?
Alt1	Liberate
Alt2	Quit
Alt3	Pardon
Alt4	Ignore

6	Spot the defective segment from the following:
Alt1	I met one of the mountaineers
Alt2	that have returned
Alt3	to their base camp
Alt4	the last week

7	Choose the meaning of the idiom/phrase from among the options given: To call names
Alt1	to abuse
Alt2	to recall something
Alt3	to count the prisoners
Alt4	to take attendance

8	Our tour programme fell ----- because of inclement weather.
Alt1	through
Alt2	off
Alt3	out
Alt4	down

9	Choose the option closest in meaning to the given word: POIGNANT
Alt1	unbearable
Alt2	maximal
Alt3	pathetic
Alt4	sharp

10	Choose the antonymous option you consider the best: WANTON
Alt1	rational
Alt2	abstemious
Alt3	dearth
Alt4	deliberate

11	Six people K, L, M, N, O and P are sitting around a table as per the following conditions. <span style="float: right;">i. N</span> and O are opposite each other ii. K is to the right of M iii. L and K are opposite each other iv. N is to the left of P Who is to the left of L ?
Alt1	P
Alt2	M
Alt3	N
Alt4	O

12	Study the following table carefully to answer the questions that follow (15 to 17) :Total number of employees in different departments in an organisation and (of these) percentage of females and males Department Total number of employees Percentage of female employees Percentage of male employees IT 840 45 55 Accounts 220 35 65 Production 900 23 77 HR 360 65 35 Marketing 450 44 56 Customer Service 540 40 60 What is the total number of male employees in the IT and Customer Service departments put together?
Alt1	115
Alt2	786

Alt3	768
Alt4	85

13	<p>Study the following table carefully to answer the questions that follow (15 to 17) :Total number of employees in different departments in an organisation and (of these) percentage of females and males</p> <table border="1"> <thead> <tr> <th>Department</th> <th>Total number of employees</th> <th>Percentage of female employees</th> <th>Percentage of male employees</th> </tr> </thead> <tbody> <tr> <td>IT</td> <td>840</td> <td>45</td> <td>55</td> </tr> <tr> <td>Accounts</td> <td>220</td> <td>35</td> <td>65</td> </tr> <tr> <td>Production</td> <td>900</td> <td>23</td> <td>77</td> </tr> <tr> <td>HR</td> <td>360</td> <td>65</td> <td>35</td> </tr> <tr> <td>Marketing</td> <td>450</td> <td>44</td> <td>56</td> </tr> <tr> <td>Customer Service</td> <td>540</td> <td>40</td> <td>60</td> </tr> </tbody> </table> <p>What is the total number of employees in all departments put together ?</p>	Department	Total number of employees	Percentage of female employees	Percentage of male employees	IT	840	45	55	Accounts	220	35	65	Production	900	23	77	HR	360	65	35	Marketing	450	44	56	Customer Service	540	40	60
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Alt1	3260																												
Alt2	3310																												
Alt3	3140																												
Alt4	3020																												

14	<p>Select the alternative that logically follows from the two given statements, but not from one statement alone:</p> <p>All Cats are dogs No dogs are rats</p>
Alt1	All cats are rats
Alt2	Some cats are rats
Alt3	No cat is rat
Alt4	None of the above

15	<p>In a certain code language, “ When did you come” is written as ‘ti na ki ja’. “Will you come again” is written as ‘na pa sa ja’ and “She will go” is written as ‘pa da ra’. How is “again” written in that code language ?</p>
Alt1	Na
Alt2	sa
Alt3	ja
Alt4	da

16	<p>In each of the following questions some statements are followed by two conclusions (i) and (ii). Read the statements carefully and then decide which of the conclusions follow beyond a reasonable doubt. Mark your answer as</p> <p>Statement: The aspirants should apply through a proper channel for permission Conclusions: (i) Those who apply through proper channel will get permission (ii) Those who do not apply through proper channel will not get permission</p>
Alt1	If only conclusion (i) follows

Alt2	If only conclusion (ii) follows
Alt3	If neither conclusion (i) nor (ii) follows
Alt4	If both the conclusions follow

17	The average height of 3 children is 115 cms. If the heights of 2 children are 117 cms. And 112 cms. Respectively, the height of the third child is
Alt1	112 cms.
Alt2	113 cms.
Alt3	115 cms.
Alt4	116 cms.

18	What is the 30% of 40% of 2/5th of 5000?
Alt1	500
Alt2	800
Alt3	240
Alt4	720

19	There are n persons in a room. Each one is shaking hand with the other . Ultimately there are 66 hand-shakes. Then n=
Alt1	11
Alt2	12
Alt3	16
Alt4	33

20	A problem is given to students 10 students choose option A ; 6 students choose option B ; 2 students choose option C; Gopal choose option D; 5 students did not answer. which option is correct if the teacher tells that One-Twelth of the class gave the correct answer.
Alt1	B
Alt2	A
Alt3	C
Alt4	D

21	Communication is a
Alt1	Theory
Alt2	Strategy
Alt3	Process
Alt4	Information

22	The Audience for whom the message is specifically designed are called
Alt1	The Target Audience
Alt2	The Active Audience
Alt3	The Available Audience
Alt4	Passive Audience

23	The author of the well known communication book “Men, Message and Media: A look at Human Communication” is
Alt1	Charles Wright
Alt2	Herbert Bruever
Alt3	Wilbur Schramm
Alt4	R. Dominick

24	The type of communication based on purchased times or space is called?
Alt1	Publicity
Alt2	Advertising
Alt3	Public Relations
Alt4	Propaganda

25	Reuters is the news agency of
Alt1	Holland
Alt2	France
Alt3	England
Alt4	Germany

26	UPI is the abbreviation of
Alt1	United Press of India
Alt2	United Press International
Alt3	United Press Indonesia
Alt4	United Payments Interface

27	What is meant by ‘Scoop’?
Alt1	A story that continues over a period of time
Alt2	An Exclusive story
Alt3	A Defamatory story
Alt4	Fraudulent story

28	It is a general tightening up of the story by eliminating superfluous words and replacing loose phrases with single words:
Alt1	Trimming
Alt2	Boiling
Alt3	Slashing
Alt4	Slitting

29	What does SNS stands for?
Alt1	Social Network Society
Alt2	Slang Networking Society
Alt3	Social Networking Sites
Alt4	Special Newspapers Sites

30	The word Stringer’ is used for
Alt1	Reporter

Alt2	Writer
Alt3	Proof Reader
Alt4	Part-time Reporter

31	Broadband is a convergence technology for
Alt1	Voice, data and video
Alt2	Only data
Alt3	Only voice
Alt4	Only video

32	What is the name of the Act that governs internet usage in India?
Alt1	The Internet Consumption Act, 1998
Alt2	The Information Technology Act, 2000
Alt3	The IT Gazette of India Act, 2004
Alt4	Internet Usage Act, 2005

33	Who is the present Chairman of Press Council of India ?
Alt1	Justice Chandramauli Kumar Prasad
Alt2	Justice R.S. Sarkaria
Alt3	Justice G.S. Ray
Alt4	Justice Markandey katju

34	What is the theme of the 2017 National Technology Day (NTD) in India?
Alt1	Technologies for better quality of life
Alt2	Technologies for inclusive and sustainable growth
Alt3	Technology enablers of Startup India'
Alt4	Technology for inclusive growth

35	Which online facility has been launched by the Union Government to provide direct solution to problem of agriculture sector?
Alt1	e-Krishi Samasya
Alt2	e-Krishi Samvad
Alt3	e-Krishi Samveda
Alt4	e-Krishi Solution

36	Use of mobile phones as communication tool for health promotion and development is known as .....
Alt1	e-health
Alt2	health governance
Alt3	tele-health
Alt4	m-health

37	The first thing required in communication practice is to establish a .....with the people
Alt1	dialogue
Alt2	understanding
Alt3	bonding
Alt4	connect

38	Communication is mostly used to ensure ..... participation in development initiatives.
Alt1	urban
Alt2	community
Alt3	rural
Alt4	cultural

39	Citizen journalism is a .....between the audience and the medium.
Alt1	understanding
Alt2	interest
Alt3	bonding
Alt4	conflict

40	The platform through which anyone can share anything with anyone across the globe is known as.....
Alt1	Social Media
Alt2	Streaming
Alt3	E-mail
Alt4	IPTV

41	Television broadcast via Internet is known as.....
Alt1	Podcast
Alt2	Webcast
Alt3	Broadcast
Alt4	Telecast

42	Which one of the following is not the part of Web 2.0?
Alt1	Interactivity
Alt2	User Participation
Alt3	Dynamic Content
Alt4	Censorship

43	Which term defines the gap between online and offline generation?
Alt1	Technology Divide
Alt2	Information Divide
Alt3	Communication Divide
Alt4	Digital Divide

44	Shifting of the technology from urban to rural is known as.....
Alt1	Technology Shift
Alt2	Technology Roll Out
Alt3	Technology Transfer
Alt4	Convergence of Technology

45	The level of computerization in developing countries especially in India is very low, primarily because of -
Alt1	High cost of ICT equipments

Alt2	Low level of economic developments
Alt3	Lack of necessary skills
Alt4	All of these

46	The process of combining various media contents and services into segment specific packages is known as....
Alt1	Convergence of Contents
Alt2	Convergence of Institutions
Alt3	Convergence of Technology
Alt4	Convergence of Ownership

47	Which among the following technologies is not the one that helps in creating Social Networks?
Alt1	Website
Alt2	Blog
Alt3	Software
Alt4	Server

48	Wordpress is a .....
Alt1	Blog
Alt2	Website
Alt3	Twitter site
Alt4	Surfer

49	Search Engine Optimization first became possible with –
Alt1	Bloggng
Alt2	Facebook
Alt3	Orkut
Alt4	You Tube

50	IPTV is known as-
Alt1	Internet Processing Television
Alt2	Internet Production Television
Alt3	Internet Podcasting Transmission
Alt4	Internet Protocol Television

51	The temporary rearrangement or elimination of redundant information for easier storage and signal transmission is known as.....
Alt1	Sampling
Alt2	Compression
Alt3	Quantizing
Alt4	Coding

52	The width-to-height proportions of the television screen are known as....
Alt1	Streaming
Alt2	Compression
Alt3	Zippping
Alt4	Aspect Ratio



53	A way of delivering and receiving digital audio and video as a continuous data flow that can be listened or watched while the delivery is in progress is known as....
Alt1	Compressing
Alt2	Ziping
Alt3	Coding
Alt4	Streaming

54	Who emphasised that the contemporary internet society is focused around networks and flows of information that disregard the constraints of time and space?
Alt1	Marshal McLuhan
Alt2	Steve Jobs
Alt3	Wilbur Schramm
Alt4	Castells

55	Cognitive need is associated with .....
Alt1	acquiring information
Alt2	sharing emotions
Alt3	credibility
Alt4	escape and diversion

56	The ..... Studies examined young peoples' reactions to movies.
Alt1	Payne
Alt2	McLuhan
Alt3	Gerbner
Alt4	Lerner

57	The social psychological studies established the models for studies of television viewing in the decade of .....
Alt1	1950's
Alt2	1960's
Alt3	1970's
Alt4	1980's

58	Selective exposure and selective retention are known as.....
Alt1	Impact assessment models
Alt2	Social effects models
Alt3	Media Psychology models
Alt4	Minimal effects models

59	Most media research best explains effects of media on.....
Alt1	individuals
Alt2	community
Alt3	social life
Alt4	cultural engagement

60	We are all part of a/an ..... when we are exposed to media texts on a daily basis.
----	--

Alt1	community
Alt2	audience
Alt3	group
Alt4	cultural organization

61	Who made the documentary film "Kaha Gaye ye log"?
Alt1	Mira Nair
Alt2	Gitanjali Iyer
Alt3	Anand Patwardhan
Alt4	Nana Patekar

62	Who was the editor of "Bengal Gazette"?
Alt1	JA Hicky
Alt2	Benette
Alt3	Luther
Alt4	Martin

63	Soaps in television are also called as _____
Alt1	Documentaries
Alt2	Ads
Alt3	Serials
Alt4	Jingles

64	Where is Asia's biggest filmstudio Ramoji Film City located?
Alt1	Mumbai
Alt2	Kolkata
Alt3	Hyderabad
Alt4	Bangalore

65	Library in a News paper is called _____
Alt1	File
Alt2	Morgue
Alt3	Laboratory
Alt4	Archives

66	Who received Dada Phalke Award recently?
Alt1	Ramanaidu
Alt2	Karan Johar
Alt3	K Viswanath
Alt4	Shabnamji

67	The capital of newly born Andhra Pradesh is named as _____
Alt1	Amaravathi
Alt2	Peoples Capital
Alt3	New Capital
Alt4	Paradise

68	Mann ki Bath is a _____
Alt1	TV Serial
Alt2	Documentary
Alt3	Cinema
Alt4	Radio Programme

69	“Communicator” is a publication from _____
Alt1	FTII
Alt2	IIMC
Alt3	Outlook
Alt4	India today

70	Madhu Keshwar is a _____
Alt1	Feminist Journalist
Alt2	Film Actress
Alt3	Social Activist
Alt4	None

71	Who publishes Yojana Magazine?
Alt1	India Today
Alt2	Malyala Manorama
Alt3	I&B Ministry
Alt4	Blitz

72	Who was the popular editor of Tuglak?
Alt1	Gopalan
Alt2	Cho Ramswamy
Alt3	Pilai
Alt4	Maran

73	“You Said it” is the name of the cartoon appears in _____
Alt1	The Hindu
Alt2	Observer
Alt3	Times of India
Alt4	Patriot

74	Who wrote “Malgudi Days”?
Alt1	RK Lakshman
Alt2	RK Narayan
Alt3	MV Kamath
Alt4	Girish Kannad

75	When the colors in an advertisement are not harmonious, it is identified as :
Alt1	Non-structured
Alt2	Parallel coloring
Alt3	Marginal coloring
Alt4	Out of register

76	Multi-stage sampling is a type of :
Alt1	Cluster sampling
Alt2	Random sampling
Alt3	Accidental Sampling
Alt4	Innovative

77	Journalism that promotes civic commitment and citizen participation in democratic processes is known as
Alt1	Advocacy Journalism
Alt2	Public Journalism
Alt3	Alternative Journalism
Alt4	Counter media

78	Which of the following States are at the Top and Bottom of the (PIA) Public Affairs Index 2017?
Alt1	Gujarat & Jharkhand
Alt2	Tamil Nadu & Jharkhand
Alt3	Kerala & Bihar
Alt4	Gujarat & Bihar

79	The film "Citizen Kane" was fictional representation of
Alt1	Joseph Julitzer
Alt2	William Randolph Hearst
Alt3	Lord Northcliffe
Alt4	Rupert Murdoch

80	Which Among the following is not a Centenary Newspaper?
Alt1	Times of India
Alt2	The Hindu
Alt3	Statesman
Alt4	Hindustan Times

81	The Right to speech and Expression has been mentioned in _____
Alt1	Article 21
Alt2	Article 19
Alt3	Article 35
Alt4	Article 15

82	Which of the following does not contribute to the credibility of the press?
Alt1	Believability
Alt2	Sensationalism
Alt3	Impartiality
Alt4	Accuracy

83	MySpeed is a portal of
Alt1	IRDAI
Alt2	TRAI

Alt3	AAI
Alt4	Indian Railways

84	Who received FIFA's best player award for 2016?
Alt1	Lionel Messi
Alt2	David Villa
Alt3	Antoine Griezmann
Alt4	Cristiano Ronaldo

85	Which of the Following Channels belong to the Family of Network 18 ?
Alt1	Suvarna & KTV
Alt2	Comedy Central & Sonic.
Alt3	Colours & Zee.
Alt4	None

86	A typical soundtrack which identifies a program is known as:
Alt1	Sound track
Alt2	Music track
Alt3	Signature tune
Alt4	None of the above

87	The term "Media Determinism", "Global Village: and "Hot and Cool Media" were termed and conceptualized by:
Alt1	Harold Laswell
Alt2	Walter Lipman
Alt3	Marshal Mcluhan
Alt4	Wilbur Schram

88	The Hickeys Gazette was founded in the year
Alt1	1782
Alt2	1872
Alt3	1780
Alt4	1870

89	The word Media comes from a _____ word medium.
Alt1	French
Alt2	Latin
Alt3	Greek
Alt4	Spanish

90	Which of the following theories stress that mass media in a society is controlled by the state power?
Alt1	Normative
Alt2	Authoritarian
Alt3	Libertarian
Alt4	Social Responsibility

91	Media prioritizes stories and issues that are important enough to receive public attention and which are not as it acts as a _____.
Alt1	Watchdog
Alt2	Entertainers
Alt3	Gatekeeper
Alt4	All the above

92	Which of the following events would not have been possible without the proactive role of media?
Alt1	Arab Spring
Alt2	the Cuban revolution
Alt3	the Iranian revolution
Alt4	none

93	National Youth Day is observed on
Alt1	1/1/2011
Alt2	1/1/2014
Alt3	1/1/2013
Alt4	1/1/2012

94	A scheme named "Digital Dakiya" has been inaugurated in which of the following Indian state?
Alt1	Uttar Pradesh
Alt2	Bihar
Alt3	Kerala
Alt4	Madhya Pradesh

95	Name the well known author of the book "The God of Small Things".
Alt1	Jhumpa Lahiri
Alt2	Kiran Desai
Alt3	Arundhati Roy
Alt4	Medha Patkar

96	Match the following		
	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>A. Advertisements</b>  <b>B. Social Onus</b>  <b>C. Bombay Darpan</b>  <b>D. Publicity</b> </td> <td style="width: 50%; vertical-align: top;"> <b>1. Objectification of women</b>  <b>2. Marathi</b>  <b>3. DAVP</b>  <b>4. Moral responsibility</b> </td> </tr> </table>	<b>A. Advertisements</b> <b>B. Social Onus</b> <b>C. Bombay Darpan</b> <b>D. Publicity</b>	<b>1. Objectification of women</b> <b>2. Marathi</b> <b>3. DAVP</b> <b>4. Moral responsibility</b>
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Alt1	A1, B4, C2, D3		
Alt2	A4, B2, C3, D1		
Alt3	A2, B1, C3, D4		
Alt4	A4, B1, C3, D2		

97	Linkedin was started by
----	-------------------------

Alt1	Marc Zucenberg
Alt2	Dick Costolo
Alt3	Larry Page
Alt4	Jeff Weiner

98	Identify the correct combination of roles as per the type of industry.
Alt1	producers, reporters, actors, script writer
Alt2	author, writer, director, actress
Alt3	Music composer, spot boy, cameraman, editor
Alt4	reporter, editor, sub-editor, bureau-chief

99	The first Indian talkie is
Alt1	The Melody of Love
Alt2	Alam Ara
Alt3	Bombay Talkies
Alt4	Amar Jyoti

100	Central Board for Film Certification was set up in the Year
Alt1	1945
Alt2	1955
Alt3	1948
Alt4	1950