387 PU M Sc Electronic Media

145 PU_2016_387_E
Best of Indian cinema in 2015, 63rd National Award under the art/culture documentary awarded to:-

○ RR. Srinivasan

○ Swarnavel M.E

○ R.P. Amudan

○ Amsan Kumar

118 PU_2016_387_E
SFX stands for:-

○ Extreme sound

○ Sound effects

○ Sound for X-box

○ Sound for cine

157 PU_2016_387_E
Different cultures have different

○ Cast inequality

○ Identities and features

○ Power and equations

○ Class difference

187 PU_2016_387_E
Who wrote the book Understanding Media?

○ Claude Elwood Shannon

○ Charles E. Osgood

○ Marshal McLuhan

○ Wilbur Schramm

104 PU_2016_387_E
If the audio levels for your editing sequence are too high, then:-

○ The sound will interfere with the video

○ Any loud sounds will clip, and this will distort the audio output

○ The background noise will be louder than the voices

○ All of the above

110 PU_2016_387_E
Panning is a technique used in:-

○ Video camera

○ Lighting

○ Still camera

○ Editing

149 PU_2016_387_E
The practice of promoting and acculturation of a less potent society / nation by a politically powerful nation is termed as:-

○ Cultural attack

○ Cultural invasion

○ Hollywoodisation

○ Cultural imperialism

138 PU_2016_387_E
The term 'Culture Industry' was coined by:-

○ Derrida and Habermas

○ Gramsci and Horkheimer

○ Jurgen Habermas

○ Adorno and Horkheimer

178 PU_2016_387_E
Dyadic communication is the transfer of messages from a person:-

○ to a mass audience

○ to a group of persons

○ to another person and vice versa

○ All of them

116 PU_2016_387_E
Who is the director of the Bengali film 'Pather Panchali'?

○ Bimal Roy

○ Raj Kapoor

○ Satyajit Ray

○ V Santaram

11 of 100

139 PU_2016_387_E

The theory and practice of communication that empowers communities to visualize aspirations and discover solutions to their development and issue:-

○ Participatory development communication

○ Personal Communication

○ Mass Communication

○ Development Communication

12 of 100

113 PU_2016_387_E

In advertising, consumer reaction based tests are called:-

○ Field test

○ Laboratory tests

○ Experimental test

○ Simulated tests

13 of 100

158 PU_2016_387_E

Film language is 1. Editing 2. Camera movement, 3. Shot type, 4. *Mise-en-scène*

○ If all are correct

○ If only 1 and 2 are correct

○ If only 2 and 4 are correct

○ If only 3 and 4 are correct

14 of 100

147 PU_2016_387_E

Who among the following directors are credited for developing a surrealist mise-en-scene through use of deceptively sparse naturalism?

○ Jean Cocteau

○ Man Ray

○ Antonin Artaud

○ Luis Buñuel

15 of 100

109 PU_2016_387_E

If your computer went missing, you could recreate your video edit with little effort, so long as you had which two of the following?

An exported reference movie of your project on a FireWire drive

Your captured video files on a FireWire drive

Your render files on a FireWire drive

The original files of the raw footage and a disc or flash drive with an EDL of your project on it

16 of 100
124 PU_2016_387_E
Talk-back refers to communication between:-

two radio jockeys

production control room and recording room

script writer and director

listeners and programme host in phone-in

17 of 100
112 PU_2016_387_E
Other than the film "Ben Hur", which film has won 11 Oscar awards?

Titanic

Ten Commandments

Harry Potter

Lord of the Rings

18 of 100
184 PU_2016_387_E
The relationship between media institutions and advertisers is best described as:-

Symbiotic

Constraining

Relational

Symbolic

19 of 100
117 PU_2016_387_E
The _____is one of the most commonly used preproduction elements in the process of story development because it enables the producer/writer to visualize the content flow.

storyboard

screenplay

production plan

floor plan

20 of 100
111 PU_2016_387_E

A shot made from a camera position close to the line of sight of a actor is called:-

○ Cockpit shot

○ Third person shot

○ First person shot

○ Point-of-view shot

181 PU_2016_387_E
The act of producing a message for transmission is known as:-

○ Encoding

○ Decoding

○ Messaging

○ Noise

121 PU_2016_387_E
Derived from an ancient Greek mathematical principle called the 'golden mean', the _____ divides a 4:3 aspect ratio picture into three horizontal and three vertical sections.

○ Aesthetic composition

○ Rule of thirds

○ Video frame

○ Television format

185 PU_2016_387_E
Convergent Media is a term related with which of the following?

○ TV

○ Radio

○ Print

○ Internet

123 PU_2016_387_E
Which one of these statements is false: In zooming.....

○ the camera should move closer

○ the subject can be magnified

○ the camera does not move

○ the lens is focussed down from a long-shot to a close-up or vice versa

154 PU_2016_387_E
The French word *Mise-en-scène* in filmmaking means:-

○ Staging an action in indoor

○ Everything that appears before the camera

○ Shooting a film in outdoor

○ The events in linear order sequence

102 PU_2016_387_E
Which of the following does not have any relevance to the post-production process?

○ Toddling

○ Kerning

○ Rolling

○ Crawling

108 PU_2016_387_E
Which of the following doesn't perform as an Nonlinear Editing software?

○ Avid's Symphony

○ Apple's Final Cut Pro

○ Grass Valley's Kalypso

○ Adobe's Premiere

127 PU_2016_387_E
The communication model by Shannon and Weaver is:-

○ Linear

○ Circular

○ Modular

○ Non-linear

114 PU_2016_387_E
A person who writes advertisements is called:-

○ Story writer

○ Screenplay writer

○ Copywriter

○ Dialogue writer

155 PU_2016_387_E
The ability of media to influence the salience of events in the public mind, shaping awareness and action:-

○ Cultivation

○ Agenda setting

○ Media amplification

○ Persuasion

183 PU_2016_387_E
Author of the book The Growth of Public Opinion: In the Madras Presidency (1858 - 1909)

○ Keval.J.Kumar

○ Uma Narula

○ B.N.Ahuja

○ D. Sadasivan

115 PU_2016_387_E
The famous Right to Information Act (RTI) was passed in the year:-

○ 2004

○ 2005

○ 2007

○ 2003

129 PU_2016_387_E
Documentary film 'Red Ant Dream' was directed by_____.

○ Rinku Kalsy

○ Swarnavel

○ Sanjay Kak

○ Anand Patwardhan

156 PU_2016_387_E
Which medium of communication can communicate with the audience at a more personal level, can inform and influence them?

○ Print media

○ Cinema

○ Traditional folk media

○ Electronic Media

182 PU_2016_387_E
The 'Limited effects' model of mass communication was a counter to:-

○ Circular model

○ ABX model

○ Diffusion model

○ Hypodermic needle model

186 PU_2016_387_E
Another name of Osgood model is:-

○ Highly Circular Model

○ Mathematical Model

○ Dance Model

○ SMCR Model

126 PU_2016_387_E
Salaam Bombay' and 'Monsoon Wedding' films directed by:-

○ Aparna Sen

○ Sai Paranjpye

○ Deepa Mehta

○ Mira Nair

148 PU_2016_387_E
Language and Cinema is written by:-

○ Sathyajith Ray

○ Gilles Deleuz

○ Werner Herzong

○ Christian Metz

101 PU_2016_387_E
Which of the following in video editing does not belong?

○ Crop

○ Reverse

○ Strobe

○ Freeze

144 PU_2016_387_E
Who received the Dadasaheb Phalke Award for the year 2015?

○ Adoor Gopalakrishnan

○ Manoj Kumar

○ Shyam Benegal

○ K Balachander

159 PU_2016_387_E
A complete set of designed letters in one size and face is called:-

○ Type

○ Font

○ Logo

○ Imprint

142 PU_2016_387_E
Where and in which year was the first film shown in India?

○ Watson's Hotel, Bombay 1898

○ Watson's Hotel, Bombay 1896

○ Novelty Theatre, Bombay 1897

○ Novelty Theatre, Bombay 1896

140 PU_2016_387_E
What does MMOG refer to?

○ Massive Multiplayer Online Gaming

○ Mass Multiple Online Game

○ Massively Multiplayer Online Games

○ Male Motivated Organised Gambling

151 PU_2016_387_E
Characters which are recognizable across genres, that have few but very dominant features and characters:-

○ Prototype

○ Monotype

○ Stereotypes

○ Archetypes

153 PU_2016_387_E
First printing press in India was established in:-

○ American Mission Press, Bombay

○ Pondicherry Mission Press

○ The Tranquebor press

○ Vepery SPCK Press, Madras

125 PU_2016_387_E
Who is the director of the film *'Meghe Dhaka Tara*

○ Ritwik Ghatak

○ Suchismita Ghatak

○ Ritaban Ghatak

○ Samhita Ghatak

119 PU_2016_387_E
A dramatic unit composed of a single or several shots is called a _____.

○ Scene

○ Series

○ Sequence

○ Serial

105 PU_2016_387_E
Video content that occurs outside the action safe region of the image:-

○ Should not contain any material that is vital to the story

○ Will cause interlace flicker

○ Visual outside the action safe region may still be visible on many display devices

○ Can be ignored, because it won't show on a television screen

106 PU_2016_387_E
Audio that is going to be presented fully utilizing 5.1 Surround Sound requires:-

○ 11 audio tracks

○ 2 audio tracks

○ 5 audio tracks

○ 6 audio tracks

107 PU_2016_387_E
Which of the following is not a colour space used for colour television systems?

○ RGB

○ Y, Cr & Cb

○ Y, R-Y & B-Y

○ CMYK

130 PU_2016_387_E
The traditional mass communication medium that has the widest reach in India is:-

○ Print

○ Television

○ Radio

○ Internet

100 PU_2016_387_E
Animation based advertisements target mostly:-

○ children

○ Housewives

○ executives

○ politicians

146 PU_2016_387_E
Which film won the "Best Feature film award" in the 61st National Film Awards (India)?

○ Fandry

○ Shahid

○ Ship of Theseus

○ Bhaag Milkha Bhaag

177 PU_2016_387_E
Right to Freedom of Speech and Expression comes under which article of Indian Constitution?

○ Article 18

○ Article 19(1)

○ Article 21(a)

○ Article 25

143 PU_2016_387_E
An experimental film genre popular from about 1958 to 1964:-

○ New Wave

○ Silent

○ Film Noir

○ Musical

128 PU_2016_387_E
Documentary film maker Leena Manimekalai Directed _____ Documentary.

○ Sengadal

○ Gulabi Gang

○ India's Daughter

○ Salaam Bombay!

120 PU_2016_387_E
The space between the top of the head and the upper frame limit in photographic framing is called _____.

○ Lead room

○ Head room

○ Frame space

○ Nose room

122 PU_2016_387_E
The person responsible for the look of the production set design, props, and costume supervision is called _____.

○ Dress director

○ Assistant director

○ Art director

○ Executive producer

150 PU_2016_387_E
Changing channels in TV to avoid advertisement is known as:-

○ Surfing

○ Browsing

○ Zapping

○ Tracking

141 PU_2016_387_E
Inability to distinguish reality from a simulation of reality in a technologically advanced society is known as:-

○ Realism

○ Virtual reality

○ Sur-reality

○ Hyper reality

245 PU_2016_387_M
What is native resolution?

○ the type of analogue signal that the screen will display

○ the maximum number of pixels that the TV will accept from an incoming source

○ the type of digital signal that the screen will display

○ the number of pixels on the display

227 PU_2016_387_M
Who is the present union Information and Broadcasting Minister?

○ Arun Jaitley

○ Ambika Soni

○ Renuka Chaudhary

○ Shri Manish Tewari

221 PU_2016_387_M
A fruit seller had some apples. He sells 40% apples and still has 420 apples. Originally, he had:-

○ 672 apples

○ 600 apples

○ 700 apples

○ 588 apples

258 PU_2016_387_M
Which of the following correctly states the location of Cold Desert of India?

○ To the west of PirPanjal range

○ To the north east of Karakoram range

65 of 100
247 PU_2016_387_M
What is a disadvantage of newspaper advertising?

○ The hot relationship between newspapers and their readers

○ The number of young adults who read newspapers

○ Newspaper readers are predisposed to consider advertisements seriously

○ The level of income and education of most newspaper readers

66 of 100
250 PU_2016_387_M
Magenta, cyan yellow and black, the four significant Colours used in colour print productions are called:-

○ Process colours

○ New colours

○ Fixed colours

○ Computerized colour

67 of 100
259 PU_2016_387_M
What is the term signified?

○ A type of film

○ A camera function

○ An interpretation or representation of a sign

○ The original sign, a word, image, sound etc

68 of 100
230 PU_2016_387_M
Who is the Minister for Communications & Information Technology?

○ Dayanidhi Maran

○ A Raja

○ Ravi Shankar Prasad

○ Kapil Sibal

69 of 100
234 PU_2016_387_M
JPEG is an acronym for:-

○ Jumper Point Exchange Generator

○ Joint Photographic Experts Group

○ Junior Programming Expert Group

○ Joint Pixel Emulator Group

223 PU_2016_387_M
Billboards are used in:-

○ Outdoor advertising

○ Radio advertising

○ TV advertising

○ Indoor advertising

224 PU_2016_387_M
Who invented the telephone?

○ Marconi

○ Galileo

○ Alexander Graham Bell

○ Thomas Alva Edison

232 PU_2016_387_M
The term '2D' is associated with:-

○ Depth of Field

○ Flatness

○ Horizontal and vertical planes

○ Bumpiness

256 PU_2016_387_M
The 'volume' of a sound wave can be adjusted by increasing the:-

○ Frequency

○ Wavelength

○ Amplitude

○ Period

241 PU_2016_387_M
What is the name of the function for integrating multimedia elements, programmatically and or without programming?

○ Direction

○ Content Creation

○ Integrated Design

○ Authoring

252 PU_2016_387_M
An advertising plan with a series of messages is described as a:-

○ strategy

○ movement

○ serial

○ campaign

239 PU_2016_387_M
What method of animation creates the in-between frames when you create the start and end points of the animation?

○ Tweening

○ Match fit

○ Onion skin

○ Fill ups

244 PU_2016_387_M
RAM means:-

○ Random Access Memory

○ Randomly Acquired Media

○ Radial Access Meter

○ Read Access Media

235 PU_2016_387_M
What is the popular software used for creating 2D animation for use in web pages?

○ Adobe Flash

○ Autodesk Animator

○ Toon Boom Studio

○ Gif Animator

254 PU_2016_387_M
What does Web server error message 500 mean?

○ Internal error/ server configuration problems

○ Access forbidden/ password protected

○ Site not found

○ Bad file request/ syntax error

80 of 100
237 PU_2016_387_M
FPS stands for:-

○ File Pixel Size

○ Fine Picture Sound

○ Frames Per Second

○ Fixed Picture Standard

81 of 100
288 PU_2016_387_D
Desensitization, Copy Cat, Catharsis (escapism/entertainment) and modify behaviour connected to:-

○ Influence of beliefs

○ Effects of media and the violence

○ Effects of media and awareness

○ Influence of information

82 of 100
283 PU_2016_387_D
The audience and the possible influence of media products is called:-

○ Planned relationship

○ Enforced relationship

○ Contractual relationship

○ Causal relationship

83 of 100
274 PU_2016_387_D
Digitization is:-

○ Communicating through fibre optics

○ Conversion of analogue to digital

○ Counting ability

○ Transmission of information

84 of 100
268 PU_2016_387_D
Which one of the following is an example of an Operating System?

○ Microsoft Word

○ Microsoft Windows

○ Microsoft Excel

○ Microsoft Access

85 of 100
295 PU_2016_387_D
A person can get rid negative thoughts by watching them on TV is called _____.

○ Positivism

○ Characterization

○ Catharsis

○ Humanizing

86 of 100
260 PU_2016_387_D
Which of the following statements is true?

○ What is signified can have more than one meaning

○ A signifier represents the thought associated with something like a yellow ribbon

○ Signs are best understood as separate from a system

○ What is signified cannot have more than one meaning

87 of 100
298 PU_2016_387_D
The four properties of sound are Duration, Frequency, Amplitude and ____.

○ Tamber

○ Timber

○ Level

○ Delay

88 of 100
269 PU_2016_387_D
Which one of the following is different from other members?

○ Linux

○ Google

○ Mac

○ Windows

89 of 100
300 PU_2016_387_D
A microphone converts acoustic energy into ____.

○ Magnetic

○ Frequency

○ Sound

○ Electrical

276 PU_2016_387_D
The correlation function of mass communication is important because _____.

○ The media can help maintain social stability.

○ The media can inform people.

○ The media can educate people.

○ The media can entertain people.

293 PU_2016_387_D
The _____ theory explains the consumption of media can change your attitude.

○ Comparative

○ Consumption

○ Conservation

○ Cultivation

281 PU_2016_387_D
When media _____, it is said to affect people's views about groups of people.

○ Transmit

○ Defuse

○ Stereotype

○ Hypnotise

296 PU_2016_387_D
Understanding a person has about themselves:-

○ Narcissistic

○ Self confidence

○ Self-identity

○ Selfish

303 PU_2016_387_D
For Sound to be transferred, it must have Receiving Device, Sound Source and a ____.

○ Converter

○ Microphone

○ Medium

○ Recorder

290 PU_2016_387_D
The Users and Gratification Theory suggests that the audience:-

○ Is active

○ Is passive

○ Is neutral

○ Is obstinate

265 PU_2016_387_D
In communication, a major barrier to reception of messages is:-

○ audience knowledge

○ audience education

○ audience attitude

○ audience income

286 PU_2016_387_D
When you want some particular message or information through a web browser application it is called:-

○ Scrutinising

○ Searching

○ Scanning

○ Selecting

299 PU_2016_387_D
Studio Microphones are a _____ device.

○ Transducing

○ transforming

○ transmitting

○ Transferring

304 PU_2016_387_D
What does HDTV stand for?

○ Hard-drive television

○ High-density television

○ Hyper reality television

○ High-definition television

273 PU_2016_387_D
Indian Institute of Mass Communication (IIMC) headquarters at:-

○ Aizawl

○ New Delhi

○ Amravati

○ Kottyam