

PU M Sc Electronic Media

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150 PU_2015_387

Insert the missing number in the following series 4, 16, 8, 64 ? 256.

- 24
- 20
- 16
- 32

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105 PU_2015_387

A car covers 4 successive 3km stretches at speed of 10kmph, 20kmph, 30kmph & 60kmph resp. Its average speed is:-

- 23kmph
- 24kmph
- 20kmph
- 21kmph

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121 PU_2015_387

Name the movement that influenced 20th Century Graphic Designers:-

- Cubism
- Fauvism
- Bauhaus
- Dadaism

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117 PU_2015_387_New

Which of the following is not input unit device?

- digitizer
- plotter
- scanner
- camera

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130 PU_2015_387

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

- Novelty Theatre, Bombay 1897
- Watson's Hotel, Bombay 1898
- Watson's Hotel, Bombay 1896

Novelty Theatre, Bombay 1896

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100 PU_2015_387

Choose the correct alternative that will follow the sequence 4, 9, 13, 22, 35, ?

63

75

57

70

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118 PU_2015_387_New

Which is a valid statement?

1KB = 1024 Bytes

1 MB = 1000 Bytes

1 MB = 1024 Bytes

1KB = 1000 Bytes

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119 PU_2015_387_New

When was the world's first laptop computer introduced in the market and by whom?

Tandy model 2000, 1985

Epson, 1981

Laplink travelling Software in 1982

Hewlett- Packard

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113 PU_2015_387_New

Ajith sells a table at 10% profit and Ajay sells it to Anoob at 10% loss. At what price did Ajith purchase the table if Anoob paid Rs. 2178?

2250

2100

2150

2200

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129 PU_2015_387_New

Who built Brihadeshwara Temple?

Raja Raja I

Krishnadevaraya

- Rajendra Chola
- Ashok

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104 PU_2015_387_New

60 litres of diesel is required to travel 600km using a 800cc engine. If the volume of the diesel required to cover a distance varies directly as the capacity of the engine, then how many litres of diesel is required to travel 800 kms using 1200 cc engine?

- 170 litres
- 90 litres
- 80 litres
- 120 litres

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103 PU_2015_387

The smallest 3 digit prime number is:-

- 107
- 113
- 103
- 101

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115 PU_2015_387_New

Primary memory stores:-

- programs alone
- results alone
- data alone
- all of these

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128 PU_2015_387_New

Who wrote 'Kumara Sambhavam'?

- Kalidas
- Kambar
- Seikkilas
- None of these

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124 PU_2015_387

Other than the film "Ben Hur", which film has won 11 Oscar awards?

- Ten Commandments

- Harry Potter
- Titanic
- Lord of the Rings

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101 PU_2015_387_New

Let N be the greatest number that will divide 1305, 4665 and 6905, leaving the same remainder in each case. The sum of the digits in N is:-

- 8
- 4
- 6
- 5

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103 PU_2015_387_New

From height of 8 mts a ball fell down and each time it bounces half the distance back. What will be the distance travelled?

- 30
- 18
- 24
- 25

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106 PU_2015_387_New

When Rs.250 added to $\frac{1}{4}^{\text{th}}$ of a given amount of money makes it smaller than $\frac{1}{3}^{\text{rd}}$ of the given amount of money by Rs.100. What is the given amount of money?

- 360
- 4200
- 3600
- 600

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128 PU_2015_387

Language and Cinema is written by:-

- Sathyajith Ray
- Gilles Deleuz
- Christian Metz
- Werner Herzong

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147 PU_2015_387

If HOBBY is coded as IOBY and BOBBY is coded as COBY; then LOBBY is coded as:-

- MOBY
- LOBY
- OOBY
- NOBY

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112 PU_2015_387_New

In a trapezoid ABCD, the diagonals intersect at E. If area of triangle ABE =72, and area of triangle CDE=50, then area of trapezium ABCD is:-

- 342
- 184
- 424
- 242

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149 PU_2015_387

If a rectangle were called a circle, a circle a point, a point a triangle and a triangle a square, the shape of a wheel is:-

- Circle
- Point
- Triangle
- Rectangle

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127 PU_2015_387

Who is the director of 'Apu trilogy'?

- V Santaram
- Satyajit Ray
- Raj Kapoor
- Bimal Roy

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107 PU_2015_387

If a person walks at 14 km/hr instead of 10 km/hr, he would have walked 20 km more. What is the actual distance travelled by him?

- 70 km
- 60 km
- 80 km
- 50 km

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100 PU_2015_387_New

Two numbers are in the ratio of 11:13. If the H.C.F of these numbers is 19, determine the numbers.

- 209,247
- 304,369
- 182,122
- 182,199

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123 PU_2015_387

Telephone was invented by _____.

- Alexander Graham Bell
- Galileo
- G. Marconi
- Thomas Alva Edison

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126 PU_2015_387

The Right to Information Act was passed in the year:-

- 2007
- 2005
- 2006
- 2004

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124 PU_2015_387_New

The personnel who deals with the computer and its management put together are called:-

- software
- hardware
- firmware
- human ware

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141 PU_2015_387

In PEOPLE is coded as PLPOEE, then how is TREND coded?

- TRDNE
- DNERT
- TREDN
- TNERD

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127 PU_2015_387_New

Who was the founder of Chalukya dynasty?

- Kethivarman
- Pullikeshin I
- Pullikeshin II
- None of these

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122 PU_2015_387

Which movement asserts the "Utopian" definition: The building of future?

- Futurism
- Art Nouveau
- Bauhaus
- De Stijl

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111 PU_2015_387_New

A tank is filled in 5 hours by three pipes A, B and C. The pipe C is twice as fast as B and B is twice as fast as A. How much time will the pipe A alone take to fill the tank?

- 20 hours
- 35 hours
- 39 hours
- 25 hours

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144 PU_2015_387

The letters in the first set have certain relationship. On the basis of this relationship, make the right choice for the second set: K/T: 11/20 :: J/R : ?

- 11/19
- 10/19
- 10/8
- 10/18

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104 PU_2015_387

Fill the missing number : 4, 9, 16, 25, ?, 49.

- 32
- 38
- 36

34

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101 PU_2015_387

Which of the following is a prime number?

9

8

2

4

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105 PU_2015_387_New

The sum of three numbers is 98. If the ratio of the first to second is 2:3 and that of the second to the third is 5:8, then the second number is:-

48

58

20

30

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106 PU_2015_387

A Man travelled a distance of 61 km in 9 hours. He travelled partly on foot at 4 km/hr and partly on bicycle at 9 km/hr. What is the distance in km travelled on foot?

16

14

13

15

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123 PU_2015_387_New

The present ages of three persons in proportions 4:7:9. Eight years ago, the sum of their ages was 56. Find their present ages (in years).

12, 36, 49

20, 35, 45

16, 28, 36

8, 20, 28

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108 PU_2015_387

Excluding stoppages, the speed of a bus is 54 kmph and including stoppages, it is 45 kmph. For how many minutes does the bus stop per hour?

10

- 9
- 11
- 12

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146 PU_2015_387

The list of population members from which the sample is chosen?

- Sampling
- Universe
- Sample size
- Sample frame

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126 PU_2015_387_New

'Bharatham' was a Tamil version of Mahabharata sung by:-

- Ilango Adikal
- Tholkapiyam
- Perundevanar
- None of these

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145 PU_2015_387

Characteristics of looking at things from one's own cultural perspective.

- Cultural perspective
- Perspective
- Attitude
- Ethnocentricity

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109 PU_2015_387

A man complete a journey in 10 hours. He travels first half of the journey at the rate of 21 km/hr and second half at the rate of 24 km/hr. Find the total journey in km.

- 224
- 226
- 230
- 228

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102 PU_2015_387_New

A person covers a certain distance at 7 kmph. How many meters does he cover in 2 minutes?

- 3200m
- 2400m
- 4800m
- 1900m

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122 PU_2015_387_New

A man buys an article for Rs.27.50 and sells it for Rs.28.60. Find the gain percent.

- 4
- 8
- 7
- 6

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116 PU_2015_387_New

Which of the following are (is) considered to be video component?

- refresh rate
- resolution
- colour depth
- all of the above

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125 PU_2015_387

A person who writes advertisements is called:-

- copywriter
- copycat
- author
- story writer

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120 PU_2015_387_New

An input/output device at which data enters or leaves a computer system is:-

- terminal
- key board
- plotter
- printer

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114 PU_2015_387_New

Normally, numbers are written with a base of 10. Binary numbers have a base of 2. If $19257 = 3 \times 7 \times 7 \times 131$, in what base can it be written as 10100?

- 8
- 5
- 3
- 7

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129 PU_2015_387

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

- Internet
- Radio
- Print
- Television

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110 PU_2015_387_New

A can do a certain work in 12 days. B is 60% more efficient than A. How many days does B alone take to do the same job?

- 4 days
- $15/2$ days
- 8 days
- 7 days

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107 PU_2015_387_New

2 trees are there. One grows at $3/5$ of the other. In 4 years total growth of the trees is 8ft. What growth will smaller tree have in 2 years?

- 1.5
- 2
- 1.3
- 1.2

53 of 100

109 PU_2015_387_New

If 4 numbers at random are multiplied together, the probability that the last digit in the product is 1, 3, 7 or 9 is:-

- $3/5$
- $2/5$
- $16/25$

1-(2/5)⁴

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102 PU_2015_387

The sum of first five prime numbers is:-

25

24

28

17

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121 PU_2015_387_New

Which is not a computer of first generation?

IBM 1401

IBM360

ENIAC

UNIVAC

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108 PU_2015_387_New

A certain sum becomes 8 times itself in 3 years under compound interest, interest being compounded annually. How many years would the sum takes to become 64 times itself?

8

12

3

6

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142 PU_2015_387

The letters in the first set have certain relationship. On the basis of this relationship, make the right choice for the second set: AF: IK :: LQ : ?

TV

OR

MO

NP

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125 PU_2015_387_New

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

Luis Buuel

- Antonin Artaud
- Jean Cocteau
- Man Ray

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148 PU_2015_387

If A = 5, B = 6, C = 7, D = 8 and so on, then what do the following numbers 17, 19, 20, 9, 8 stands for?

- Plane
- Tonga
- Moped
- Motor

60 of 100

143 PU_2015_387

If $5472 = 9$, $6342 = 6$, $7584 = 6$, then what is 9237?

- 5
- 3
- 2
- 4

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228 PU_2015_387

"War & Peace" by Anand Patwardhan deals with subject:-

- Nuclear weapon
- Narmada
- Global warming
- Communal riots

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222 PU_2015_387

The word documentary was coined by:-

- John Grierson
- Thomas alva Edison
- Lumiere brothers
- Robert Flaherty

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165 PU_2015_387_New

Section 95 of the Criminal Procedure Code permits a State Government the forfeiture of:-

- Journalistic accreditation

- Printing press
- Security deposit
- Offending publication

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163 PU_2015_387_New

In communication, redundancy has:-

- Balanced predictability
- Highest predictability
- Lowest predictability
- Imperfect predictability

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167 PU_2015_387_New

The closed systems approach is reflected in _____ public relations.

- Reflective
- Reactive
- Proactive
- Selective

66 of 100

235 PU_2015_387

Which of the following refers to that quality which distinguishes a film shot from the original object photographed?

- cinéma pur
- Impressionism
- photogénie
- visual rhythm

67 of 100

169 PU_2015_387_New

When the frames of a TV commercial are shown to a select group of samples to get their opinion, it is called:-

- An Attitude test
- A Starch test
- A Bruzzone test
- A Persuasion test

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236 PU_2015_387

What is the most important function of film techniques in French Impressionist cinema?

- distorting reality
- manipulating time
- conveying character subjectivity
- social commentary

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166 PU_2015_387_New

The legal doctrine of direct impact is applied in the cases involving limitation of:-

- Editorial Independence
- Taxation on Advertisements
- Personal Freedom
- Newspaper Circulation

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224 PU_2015_387

"Song of Ceylon" a documentary was made for a propaganda board:-

- Coffee
- Coconut
- Cardamom
- Tea

71 of 100

223 PU_2015_387

The documentary "An Inconvenient Truth" is about:-

- Global warming
- Nuclear weapons
- Endangered species
- 9/11 incident

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168 PU_2015_387_New

Discourse analysis considers all human communication as a:-

- Content
- Narrative
- Starting point
- Contemplation

73 of 100

162 PU_2015_387_New

Marattha' was the sister publication of:-

- Lok Satta
- Maharashtra Times
- Kesari
- Sakal

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160 PU_2015_387_New

The largest circulated English news magazine of India is:-

- Outlook
- India today
- The week
- The frontline

75 of 100

237 PU_2015_387

What aspect of its style is the main defining trait of German Expressionist cinema?

- Cinematography
- Mise-en-scene
- Editing
- narratison

76 of 100

221 PU_2015_387

What was Thomas Edison's first cinematic invention called?

- Bioscope
- Mutoscope
- Kinetoscope
- Black Maria

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164 PU_2015_387_New

The creative function of communication is important in:-

- Encoding
- Propaganda
- Feedback
- Rituals

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220 PU_2015_387

Which early French filmmaker gained fame mainly for fantasy movies and trick films?

- Méliès
- Pathé
- Zecca
- Lumière

79 of 100

161 PU_2015_387_New

Indian Express was originally published from:-

- Madras
- Calcutta
- Nagpur
- Bombay

80 of 100

227 PU_2015_387

The documentary made by Pare Lorentz "The River" deals with the river:-

- Mississippi
- Thames
- Missouri
- Ganges

81 of 100

269 PU_2015_387

The television news writing these days includes:-

- Information
- Non-verbal
- Gender-neutral words
- Uncommon abbreviations

82 of 100

267 PU_2015_387

Multi-tasking in journalism is due to:-

- Technology convergence
- Social integration
- Media globalisation
- Economic liberalisation

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195 PU_2015_387_New

Digital media narration is:-

- dynamic
- Static
- Separate
- Limited

84 of 100

193 PU_2015_387_New

Composite, component, RGB are forms of:-

- Studio signals
- Audio signals
- Video signals
- Satellite signals

85 of 100

194 PU_2015_387_New

The broadcast style of writing demands the use of:-

- Iron words
- Golden words
- Nickel Words
- Juicy words

86 of 100

199 PU_2015_387_New

Semiology uses a microscopic views of texts to _____ them.

- Construct
- Expand
- Deconstruct
- Shorten

87 of 100

262 PU_2015_387

Final Cut Pro is a software from:-

- Adobe
- Samsung
- Apple
- Microsoft

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278 PU_2015_387

When you apply the term denotation to a picture you?

- Change the structure of a photograph
- Change the way an image represents itself
- List all of the contents that are outside the frame
- List all of the words that the image is associated

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264 PU_2015_387

Ikiru was directed by:-

- Akira Kurosawa
- Robert Flaherty
- Sergei Eisenstein
- Satyajit Ray

90 of 100

192 PU_2015_387_New

The illegal radio stations that began broadcasting into Great Britain in 1960' s were called as:-

- Indigenous stations
- Exogenous stations
- Pirate broadcasters
- Clandestine station

91 of 100

190 PU_2015_387_New

Assertion (A): The Western news agencies like Reuters have shifted their focus to specialized areas of news collection.

Reason (R): Since the American news agencies are dominant, they are left with very little option.

- Both A and R are true, but R is not the correct explanation of (A).
- A is true, but R is false.
- A is false, but R is true.
- Both A and R are true.

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197 PU_2015_387_New

Socially and culturally less powerful people are _____ by mass media.

- Counselling
- Supplemented
- Stereotyped
- Derecognised

93 of 100

265 PU_2015_387

Where did advertising first take off?

- China
- Great Britain
- United States
- Japan

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191 PU_2015_387_New

Assertion (A): The global news supply has become multiagency oriented for variety and verification.

Reason (R): The increasing cost of news collection at the global level has made the task of news collection by third world news agencies difficult.

- Both A and R are true.
- A is true, but R is false.
- Both A and R are true, but R is not the correct explanation of (A).
- A is false, but R is true.

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263 PU_2015_387

'White balance' is a term closely related to:-

- Radio production
- Newspaper layout
- Video production
- Website design

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198 PU_2015_387_New

When media is connected with reality that type of framing becomes:-

- Critical
- Mythological
- Referential
- Analytical

97 of 100

261 PU_2015_387

The removal of areas of artwork or of a photograph which are not needed is called _____.

- Sizing
- Designing
- Cutting
- Cropping

98 of 100

277 PU_2015_387

In advertising, consumer reaction based tests are called:-

- Laboratory tests
- Field tests
- Simulated tests
- Experimental test

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268 PU_2015_387

The medium that has the widest reach in India is:-

- Television
- Radio
- Print
- Internet

100 of 100

196 PU_2015_387_New

A media Moghul, Ted Turner, started his career from:-

- Outdoor advertising
- Radio broadcasting
- Print journalism
- Television anchoring