

Section 1 - Section 1

Question No.1

4.00

Bookmark

Expand ATM

- Automated Timed Money
- All The Money
- Automated Teller Machine
- All Time Money

Question No.2

4.00

Bookmark

CPM stands for,

- Census per minute
- Critical programme minute
- Cost per minute
- Close programme per minute

Question No.3

4.00

Bookmark

The term 'visualism' was developed by,

- Jackie Stacey
- Yukihiro Yoshida
- Johannes Fabian
- John Berger

Question No.4

4.00

Bookmark

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

P, Q, R, S T went on a picnic. P is son of Q but Q is not the father of P. R is the son of S, who is the brother of P. T is the wife of S.

How many males are present in the group?

- 4
- 2
- 1
- 3

Question No.5

4.00

Bookmark

SITE stands for,

- Server Instructional Television Experiment
- Satellite Instructional Television Experiment
- Study Instructional Television Experiment
- Service Instructional Television Experiment

Question No.6

4.00

Bookmark

The study of signs and the way they work is called

- Phonemics
- Semiotics
- Kinesics
- Semantics

Question No.7

4.00

Bookmark

Choose the best synonym of the italicized word.

Nobody knew that Sunil had a *sinister* design in marrying her.

- selfish
- murderous
- sinful
- evil

Question No.8

4.00

Bookmark

One day, Ravi walked a distance of 75 metres towards the north. Then he turned left and walked for about 25 metres, he turned left again and walked 80 metres. Finally, he turned to the right at an angle of 45°. In which direction was he moving finally?

- North-east
- South-west
- South-east
- North-west

Question No.9

4.00

Bookmark

Who introduced DAGMAR model in advertising?

- Russell Colley
- Max Weber
- Todd Hunt
- Richard E Petty

Question No.10

4.00

Bookmark

“Fade In” is a

- acting technique
- punctuation device in film editing
- exhibition technique
- writing technique

Question No.11

4.00

Bookmark

Find the odd one out?

- Circle : Arc
- Flower : Petal
- Cover : Page
- Chair : Arm

Question No.12

4.00

Bookmark

STAR Channel stands for

- Satellite Television Asian Region
- Satellite Television Asiatic Region
- Satellite Television Australian Region
- South Television Asian Region

Question No.13

4.00

Bookmark

The special effects generator is also called as

- Console
- Switcher
- Panel
- Mixer

Question No.14

4.00

Bookmark

Joint Photographic Experts Group refers to the acronym

- JPG
- JPEG
- JPeGG
- JPEEG

Question No.15

4.00

Bookmark

IIFI will be held every year at

- Panaji
- Chennai
- Mumbai
- Bengaluru

Question No.16

4.00

Bookmark

Christopher Nolan is spearheading the campaign for the revival of

- Video film making
- Documentary filmmaking
- Silent filmmaking
- Celluloid filmmaking

Question No.17

4.00

Bookmark

The camera moving up and down while its support remains fixed is called

- Pan
- Zoom
- Boom
- Tilt

Question No.18

4.00

Bookmark

MOV stands for,

- Movement of video
- Quick Time Movie
- Massive online video
- Movement of voice

Question No.19

4.00

Bookmark

Media should act as watchdog to protect

- Administrators
- Public interest
- Government
- Private interest

Question No.20

4.00

Bookmark

Cyber culture is a social phenomena associated with

- Internet
- Television
- Newspapers
- Radio

Question No.21

4.00

Bookmark

Cinema Verite is a

- Package of fiction films
- Style of documentary filmmaking
- Style of silent filmmaking
- Package of narrative films

Question No.22

4.00

Bookmark

The purpose of visual aid is to ____ perception

- Underscore
- Repeat
- Enhance
- Highlight

Question No.23

4.00

Bookmark

VFX deals with

- Special effects
- Visual effects
- Visual aid
- Sound effects

Question No.24

4.00

Bookmark

Dad often comes home late these days, _____?

- is it?
- doesn't he?
- isn't it?
- does he?

Question No.25

4.00

Bookmark

Facebook is a kind of

- New media
- Archive
- Textbook
- Folk media

Question No.26

4.00

Bookmark

A Feature is the

- Story beyond news
- Characters in the story
- Hard news
- First copy

Question No.27

4.00

Bookmark

The attribution in broadcast writing always comes

- Repeatedly
- Middle
- Last
- First

Question No.28

4.00

Bookmark

Change of picture from one shot to the next is,

- Dissolve
- Cut
- Fade Out
- Fade In

Question No.29

4.00

Bookmark

GUI refers to

- Graphical utility interface
- Graphical utility information
- Graphical user interface
- Graphical utility interaction

Question No.30

4.00

Bookmark

CG stands for,

- Character gimmick
- Cost generator
- Career generator
- Character generator

Question No.31

4.00

Bookmark

Internet and mobile phone are collectively known as

- Legacy Media
- Compact Media
- Digital Media
- Conventional Media

Question No.32

4.00

Bookmark

Graphic animation is a variation of

- 3D Animation
- Stop motion
- 2D Animation
- Cell Animation

Question No.33

4.00

Bookmark

Choose the correct meaning of the italicized idiom.

When Peter left he was extremely disappointed. I think he has *gone for good*.

- To a foreign country
- Permanently
- To a good place
- To seek good fortune

Question No.34

4.00

Bookmark

'The eye of horus', is often referred to as,

- Leaflets
- Advertisement
- Print medium
- Visual Communication

Question No.35

4.00

Bookmark

The Pyramidal Distribution of Communication was given by

- Anderson
- Lazarsfeld
- McQuail
- Chomsky

Question No.36

4.00

Bookmark

The script for broadcast journalism should be informal and

- Formal
- Attractive
- Repetitive
- Conversational

Question No.37

4.00

Bookmark

Wikipedia is an example of

- Wiki 2.0
- Web 1.0
- Web 2.0
- Wiki 1.0

Question No.38

4.00

Bookmark

Expand FM

- Frequency Moderation
- Frequency Modulation
- Frequency Mode
- Frequency mark

Question No.39

4.00

Bookmark

Deep Focus uses

- Large depth of field
- Medium depth of field
- Small depth of field
- Very small depth of field

Question No.40

4.00

Bookmark

The study of mechanical waves in solid, liquid and gas is,

- Ergonomics
- Metereology
- Acoustics
- Pattern Analysis

Question No.41

4.00

Bookmark

The ideal media for advertisement to attract the attention of children is

- Newspapers
- Television
- Radio
- Internet

Question No.42

4.00

Bookmark

SW radio refers to

- Short work radio
- Short wave radio
- Signal Wave
- Sign Wave radio

Question No.43

4.00

Bookmark

Study the following information carefully and answer the question below it

Lakshman passes through seven lanes to reach his school. He finds that 'Truth lane' is between his house and 'Lie lane'. The third lane from his school is 'Karma lane'. 'Dharma lane' is immediately before the 'Yog lane'. He passes 'Salvation lane' at the end, 'Lie lane' is between 'Truth lane' and 'Dharma lane', the sixth lane from his house is 'Devotion lane'.

How many lanes are there between 'Lie lane' and 'Devotion lane'?

- four
- three
- two
- five

Question No.44

4.00

Bookmark

Colour Television came to India in the year

- 1985
- 1980
- 1982
- 1975

Question No.45

4.00

Bookmark

Broadcast stories are to be written in

- Future tense
- Future Perfect
- Present tense
- Past tense

Question No.46

4.00

Bookmark

TIFF stands for

- Tagged Image File Format
- Transfer of Information File
- Tagged Information Format Form
- Transfer of Image File Format

Question No.47

4.00

Bookmark

Nielsen Company uses which of the following methods to determine their ratings?

- The audiometer
- The people meter
- The diary
- The channel meter

Question No.48

4.00

Bookmark

The information revolution is based on advancements in ----

- School enrolment
- Technology
- Development index
- Population size

Question No.49

4.00

Bookmark

WWW stands for,

- Wide Web World
- Wide World Web
- Web World Wide
- World Wide Web

Question No.50

4.00

Bookmark

The project plan for each day's shooting is,

- Project schedule
- Selective schedule
- Shooting schedule
- Prepared schedule

Question No.51

4.00

Bookmark

The first film school to focus on film is

- American Film School
- Moscow Film School
- European Film School
- French Film School

Question No.52

4.00

Bookmark

In the media 'deadline' refers to

- The time to broadcast
- The time to telecast
- The time to print the newspaper
- The time to submit the assignment

Question No.53

4.00

Bookmark

It is important to realize that the ties that bind us together in common activity are so _____ that they can disappear at any moment.

- restrictive
- tenacious
- tenuous
- tentative

Question No.54

4.00

Bookmark

AIDA stands for

- Action Interest Desire, Affection
- Attention, Information, desire, Action
- Action, Interest, Decision, Affirmation
- Attention, Interest, Desire, Action

Question No.55

4.00

Bookmark

AIR stands for

- Aided India Radio
- All Interconnected Radio
- Associated India Radio
- All India Radio

Question No.56

4.00

Bookmark **Statements:** Stories are True, All true incidents are rumours.**Conclusion:**

I. Stories are rumours.

II. Rumours are stories

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

Question No.57

4.00

Bookmark

Study the following information carefully and answer the question below it

The Director of an MBA college has decided that six guest lectures on the topics of Motivation, Decision Making, Quality Circle, Assessment Centre, Leadership and Group Discussion are to be organised on each day from Monday to Sunday.

(i) One day there will be no lecture (Saturday is not that day), just before that day Group Discussion will be organised.

(ii) Motivation should be organised immediately after Assessment Centre.

(iii) Quality Circle should be organised on Wednesday and should not be followed by Group Discussion

(iv) Decision Making should be organised on Friday and there should be a gap of two days between Leadership and Group Discussion

On which day there is no lecture?

- Sunday
- Wednesday
- Tuesday
- Monday

Question No.58

4.00

Bookmark

Select the Pair that best represents the relationship that is given in the question:

Professor : Erudite

- Entrepreneur : Hardwork
- Inventor : Imaginative
- Mason : Architecture
- Carpenter : Furniture

Question No.59

4.00

Bookmark

“Jump Cut” refers to a cut which

- provides continuity
- matches two shots
- does not match two shots

- makes apparent matching

Question No.60

4.00

Bookmark

Production of exclusive content leads to ,

- Discount advantage
- Competitive advantage
- Analog advantage
- Digital advantage

Question No.61

4.00

Bookmark

Skype platform is a

- Speech only interactive medium
- Text-based interactive medium
- Video based interactive medium
- All options are correct

Question No.62

4.00

Bookmark

GIMP is a

- Group Image Manipulation Program
- GNU Image Manipulation Program
- Graphic Image Manipulation Program
- Graphic Interface Manipulation Program

Question No.63

4.00

Bookmark

ABC stands for,

- Audit Bureau of Circulation
- Accounts Bureau of Circulation
- Aided Bureau of circulation
- Advertising Bureau of circulation

Question No.64

4.00

Bookmark

A common person can express his/her views online through

- Brochures
- Television
- Blogs
- Newspapers

Question No.65

4.00

Bookmark

Choose the correct meaning of the italicized idiom.

The party in power *came down* on the side of a flexible and early economic policy to help the weaker sections.

- Decide to support
- Decide to speak secretly
- Decide to go to the corner
- Decide to rebuke severely

Question No.66

4.00

Bookmark

Choose the antonym of the italicized word.

The habit of *squandering* money should not be encouraged.

- saving
- collecting
- hoarding
- discarding

Question No.67

4.00

Bookmark

The film 'Animato', was directed by,

- Charles Braveman
- Mike Jithlov
- Geraldo Rivera
- Frank Mouris

Question No.68

4.00

Bookmark

The famous quote, "medium is the message", is attributed to

- Everett Rogers
- Marshall McLuhan
- Bill Gates
- Paul Lazerfeld

Question No.69

4.00

Bookmark 

- 2
- 1
- 4
- 3

Question No.70

4.00

Bookmark

Break-even results in

- No loss- no profit
- Profit
- Loss
- Low profit –heavy loss

Question No.71

4.00

Bookmark

Radio journalists work not with pictures but with

- Theme
- Sources
- Copy
- Sound

Question No.72

4.00

Bookmark

___ are the most effective media of many-to-many form of communication

- Conferences
- Advertisement
- Traditional Media
- Social Media

Question No.73

4.00

Bookmark

Who is the present Chairman of Niti Aayog

- Narendra Modi
- Rajiv Kumar
- Mukul Rastogi
- Ranjith Kumar

Question No.74

4.00

Bookmark

John Berger is associated with

- Expressionism
- Folk Culture
- Visual Culture
- Art Exhibition

Question No.75

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.

Who is the Chartered Accountant?

- Manisha
- Vimal
- Nyna
- None of these

Question No.76

4.00

Bookmark

TV screen resolution is measured in terms of

- DPI
- LPI
- Pixels
- cm²

Question No.77

4.00

Bookmark

Cutline is connected with

- A Web portal
- DVD Write
- Video Chip
- Photograph

Question No.78

4.00

Bookmark

'Value chain analysis' was conducted by,

- Michael Porter
- Erving Wallace
- Derek Peter
- Norman Lewis

Question No.79

4.00

Bookmark

Who is the present Governor of Reserve Bank of India?

- Urjit Patel
- Ashok Havasa
- Raghuram Rajan
- Arun Jaitley

Question No.80

4.00

Bookmark

U-matic is a,

- Film format
- Videocassette
- Short film
- Documentary

Question No.81

4.00

Bookmark

The modern keyboard typically has _____ function keys

- 12
- 10
- 14
- 16

Question No.82

4.00

Bookmark

Choose the correct meaning of the italicized idiom.

Raju has a very nice manner, but you would better take what he says *with a grain of salt*.

- To talk sensibly
- To criticize
- To complement
- To listen to something with considerable doubt

Question No.83

4.00

Bookmark

Statement: Opening a Library in Achupatti will be a wastage.

Assumptions:

I. Inhabitants of Achupatti are illiterate.

II. Inhabitants of Achupatti are not interested in reading

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

Question No.84

4.00

Bookmark

book : _____ : : comb : tooth

- Cover
- Knowledge
- Title
- Page

Question No.85

4.00

Bookmark

The author of the book, 'Manufacturing consent', is

- Noam Chomsky
- Hazel Gaudet
- Bernard Berelson
- Katz

Question No.86

4.00

Bookmark

_____ she had been lied to, Sally got really angry.

- Having discovered
- Sally when discovered
- If Sally discovered
- Sally discovered

Question No.87

4.00

Bookmark

People predicting messages in tune with their attitude is,

- Selective viewing
- Selective perception
- Selective priority
- Selective choice

Question No.88

4.00

Bookmark

The various approaches to film are known as

- Film Studies
- Archive studies
- Reviews
- Opinion studies

Question No.89

4.00

Bookmark

CD stands for,

- Compact Disk
- Complete Disk
- Content Disk
- Corrected Disk

Question No.90

4.00

Bookmark

Continuity editing is also known as classical -----

- Hollywood style
- Indian style
- Iranian style
- European style

Question No.91

4.00

Bookmark

All the applications in Computer are collectively known as,

- Computer media
- Social media
- Computer information
- Application software

Question No.92

4.00

Bookmark

The Chief Justice of India is

- Justice H L Dattu
- Justice Dipak Misra
- Justice Altamas Kabir
- Justice Kania

Question No.93

4.00

Bookmark

Name the Assamese feature film that won the Swarna Kamala in the 65th National Film Awards announced recently

- S Durga
- Dungle
- Village Rockstars
- Jiju

Question No.94

4.00

Bookmark

Filming technique where the background of a filmed screen is altered without affecting the foreground-

- Chroma key
- Cropping
- Turn key
- Zooming

Question No.95

4.00

Bookmark

Media is a word derived from the word

- Reader
- Medium
- Channel
- Management

Question No.96

4.00

Bookmark

Tracking shot refers to a shot where

- the camera remains static
- the camera is switched off
- the camera is not used
- the camera accompanies the object

Question No.97

4.00

Bookmark

Psychologist : Neurosis

- Dermatologist: Sprain
- Opthamologist : Catract
- Oncologist: Measles
- Kids : Pediatrician

Question No.98

4.00

Bookmark

Alam Ara , the first Indian Talkie film was directed by

- Mehboob Khan
- Subbayya Naidu
- Dadasaheb Phalke
- Ardeshir Irani

Question No.99

4.00

Bookmark

"Apple" was the first Indian

- Military tank
- Geostationary satellite
- Laptop computer
- Desktop computer

Question No.100

4.00

Bookmark

The broadcast media transmits information,

- Electronically
- Electronically & Digitally
- Manually
- Systematically