

SECTION 1 - SECTION 1

Question No.1

The abbreviation of TRP stand for-----

- Television Reality Production
- Television Rating Parameter
- Television Rating Point
- Television Reality Points

Question No.2

Choose the odd one from the following list of movies

- The Hurt Locker
- Titanic
- A Beautiful mind
- Despicable Me

Question No.3

What are the 3Cs of journalism?

- Caring, Core, Clear
- Common, Concept, Concrete
- Concept, Correct, Concrete
- Clear, Correct, Concise

Question No.4

The main purpose of a newspaper editorial is to

- Analyse the news
- Provide a newspaper with the chance to voice its opinions
- Provide up to-date information
- Provide readers with a chance to voice their opinions

Question No.5

A large directory of information in the internet is commonly known as-----

- International Internet Code
- World Wide Web
- Hyper Text Markup Language

Word Wide Database

Question No.6

One of the greater inventions in the 15th century was

- Gutenberg press
- inotype
- Printing press
- Newspaper

Question No.7

Centre Board of Film certification (CBFC) was started in _____

- 1966
- 1947
- 1948
- 1950

Question No.8

What is lobbying?

- Performing a specific set of services for a client for a specific and prearranged fee
- The enhancement of communication between investor-owned companies and their shareholders
- Protesting in Washington, D.C. about a particular cause
- Directly interacting to influence elected officials or government regulators and agents

Question No.9

A microphone pattern that is the most sensitive to the front and rear of the microphone is known as

- Poly-directional
- Hyper-cardioid
- Unidirectional
- Bidirectional

Question No.10

e-AUSHADHI portal is launched for online licensing of _____.

- Heavy Machines
- Food Products

- Vehicles
- Ayush Medicine

Question No.11

The tone for broadcast news stories should be

- Consistent with the rhetorical principles of Aristotle and Cicero
- Similar to the tone of a lawyer advising a client
- Conversational, informal and relaxed
- Similar to the tone adopted by a college lecturer

Question No.12

The term 'Development Communication' was coined by

- Nora C. Quebral
- Srinivas R. Melkote
- Alan Chalkley
- Everett Rogers

Question No.13

Name the first newspaper that launched an internet edition in India

- The Hindu
- The Times of India
- Hindustan Times
- Malayala Manorama

Question No.14

The Indian Constitution's provision for the Right to Freedom of Speech and Expression is notionally drawn from

- Bill of Rights
- Universal Declaration of Human Rights
- Soviet Constitution
- Magna Carta

Question No.15

Which of the following definitions is CORRECT in radio news reporting?

- In-cue: the first words of a cut or wrap
- Wrap: the ending of the story
- Lead-in: the beginning of the story



- Actuality: the basic premise (facts) of the story

Question No.16

Who was the first to view radio as a means of broadcasting and a pioneer in the development of sound-on-film recording used for motion pictures?

- James Clerk Maxwell
- Reginald Fessenden
- Guglielmo Marconi
- Lee DeForest

Question No.17

When a streaming media player temporarily stores portions of a streaming audio or video file on a computer until there is enough information for the stream to begin playing, it is called-----

- Buffering
- Streaming
- Beaming
- Suffering

Question No.18

Plagiarism is

- Passing off words or ideas of others as your own
- Quoting other sources
- Okay in the early stages of research
- Never a problem at large, prestigious newspapers

Question No.19

The 'Rule of Thirds' is associated with

- Sound Recording
- Photography
- Editing
- Printing

Question No.20

In journalism to be unbiased means to

- Be fair and impartial

- Be unfair in the coverage of news
- Lack basic knowledge of something
- Be reasonable and fair

Question No.21

The offset printing plate is made of

- Aluminium
- Steel
- Copper
- Rubber

Question No.22

Which city is hosting the Special Olympics World Games 2019?

- Abu Dhabi
- Tokyo
- Oslo
- Sydney

Question No.23

A line of text that accompanies a picture is referred to as the

- Name of the editor
- Reporter name
- Caption
- Author's name

Question No.24

Traditionally, the route up the corporate ladder into the management of radio stations starts in-----

- Sales
- Engineering
- Programming
- Operations

Question No.25

The term clutter on TV refers to

- Celebrity endorsement ads

The large numbers of TV shows that people don't watch

-
- Commercials and other non-programming messages on TV
- Excessive amounts of shots packed into one commercial

Question No.26

Film Noir means the subjects of

- Tragedy
- Crime and Mystery
- Art and culture
- Anti-hero

Question No.27

The latest edition of a magazine is called the

- Recent issue
- Up to-date edition
- Current issue
- New edition

Question No.28

Cultural Studies suggests that mediated messages must be _____ by the mass audience

- Accepted
- Encoded
- Resisted
- Decoded

Question No.29

Which was the first company to launch mobile phone services in India?

- Essar
- BPL
- Hutchison
- Airtel

Question No.30

A Defamatory Statement made verbally is known as

- Contempt
- Slander

-
- Backbiling
- Libel

Question No.31

Orkut is a part of

- Interpersonal Communication
- Intra personal communication
- Group Communication
- Mass Communication

Question No.32

Which of the following was the first Indian 3D animated film?

- Roadside Romeo
- The Jungle Book
- Krishna Aur Kans
- Delhi Safari

Question No.33

Public Relations professionals are also called as

- Snake oil salesmen
- Hucksters
- Deceivers
- Flacks

Question No.34

When a broadcast news story includes a name that may not be familiar to listeners that name should

- Be the first thing in the story so that the audience can get used to it
- Be with held until the audience's attention has been captured
- Come at the very end of the story so as to increase suspense
- Be excluded entirely from the story

Question No.35

In "live recording"

- The record has a standard of perfection that musicians can't live up to in a live concert

- The musicians record the music in a single take
- The music has a lively kind of energy to it
- The recording was made in concert, not in the studio

Question No.36

Split-Channel mixers are used primarily for

- Film production
- Radio and Television production
- Music production
- Radio and TV broadcasts

Question No.37

Which state launched 'Soura Jalanidhi' scheme to increase use of solar energy for helping farmers in irrigation, on 30th October 2018?

- Bihar
- Odisha
- Rajasthan
- Assam

Question No.38

Which country is the world's second largest mobile phone market

- India
- America
- Russia
- China

Question No.39

A _____ is a sub-headline, written by copy editors, that supplements information in the main headline

- Teaser
- Deck
- Flag
- Outline

Question No.40

The Section 499 of the Indian Penal Code (IPC) deals with

- Sedition

- Obscenity
- Contempt of court
- Defamation

Question No.41

Who is the editor of web publication The Hoot?

- Mrinal Pande
- Sevanti Ninan
- Arnab Goswami
- Rajdeep Sardesai

Question No.42

Alvin Toffler used the term

- Clinicalisation
- Demassification
- Massification
- Systematic Images

Question No.43

Frequency modulation radio (FM) was invented by

- Edward Noble
- Edwin Howard Armstrong
- Edward R. Murrow
- David Sarnoff

Question No.44

Presentation of a POP advertisement is known as

- Thumbnail
- Layout
- Display stand
- Dummy

Question No.45

Community Radio is a type of radio service that caters to the interest of

- Local audience
- Education

- News
- Entertainment

Question No.46

Who developed the World Wide Web?

- Ray Tomlinson
- Tim Berners – Lee
- Charles Babbage
- Larry Page

Question No.47

An audio track linking two news items is known as

- Kicker
- Actuality
- Gutter
- Bridge

Question No.48

A transmission of an event over the Internet, either live or recorded is

- Webcast
- Broadcast
- Warm up
- Telecast

Question No.49

What is piracy?

- Receiving radio through cable television or satellite
- Downloading software
- Illegally recording and selling copyrighted material and high quality recordings
- Selling music on E-bay

Question No.50

When a message is transformed into an understandable sign and symbol system, the process is referred to as

- Decoding
- Encoding

- Interpretation
- Noise

Question No.51



Where is Gugamal National Park located?

- Bihar
- West Bengal
- Meghalaya
- Maharashtra

Question No.52



The first multi-lingual TV network of India was

- Etc
- Gemini
- Jain
- ZEE

Question No.53



The main objective of community radio is-----

- Giving entertainment to the community
- Social exclusion
- Social inclusion
- Giving political news to the community

Question No.54



The four process colours used for printing full colour pictures

- BKYM
- VMYK
- CMYK
- GYKM

Question No.55



'Medium is the message', this statement was given by

- Herbert Spencer
- Schramm
- Morgan

- Mc Luhan

Question No.56



Rashtriya Ekta Diwas, the birthday of Sardar Vallabhbhai Patel also known as the 'Iron Man of India', is celebrating across India?

- October 30
- October 28
- October 31
- October 29

Question No.57



The word communication is derived from the Latin word 'Communis' which means-

- To write
- To speak
- To share
- To listen

Question No.58



Which single event resulted in global acceptance of 24 hour mandatory use of radio for shipping communications

- The attack on Pearl Harbor
- The war of the world broadcast
- The sinking of the S. S. Titanic
- The crash of the Hindenburg Zeppelin

Question No.59



Tiny files called cookies are usually designed to _____, but they can also be used to identify and track visitors at a websites

- Help users to find rival websites of similar content
- Assist users as they go through one website
- Help Internet visitors make a record of the sites they have visited
- Help web surfers move from one website to another

Question No.60



Research

- Always involves the manipulation of variables
Strives for subjectivity

-
- Has told us very little about media effects
- Is the objective search for knowledge

Question No.61



The places on the Internet where people can participate in online discussions are called

- Online meeting rooms
- Forums talk
- Forums
- Discussion Forum

Question No.62



Which is the only newspaper that has not given the photograph of 9/11 incident on its front page?

- Indian Express
- New York times
- Times of India
- Wall Street Journal

Question No.63



Chairperson of the Central Board of Film Certification is

- Prasoon Joshi
- PahlajNihalani
- Sharmila Tagore
- Leela Samson

Question No.64



Television came to India on

- November 20, 1961
- October 20, 1960
- September 15, 1959
- January 15, 1958

Question No.65



In India, National Press Day is celebrated on

- October 16

- August 16
- September 16
- November 16

Question No.66

The 2019 Indian General Election is to be a

- 14thLok Sabha
- 18thLok Sabha
- 17thLok Sabha
- 16thLok Sabha

Question No.67

In 1455, the first book Johann Gutenberg printed on a moveable metal type press was a(n)

- Atlas
- Encyclopedia
- Dictionary
- Bible

Question No.68

Lassa Kaul' award is given by

- he Hindustan Times
- The times of India
- India Today
- Akashvani

Question No.69

SMCR model was postulated by _____

- David Berlo
- Donald Shaw
- Mc Combs
- Lasswell

Question No.70

Who has written the book 'Four theories of Press'?

- Osgood
- Siebert

-
- Walter lipmann
- Donald Shaw

Question No.71

_____ declared as the International Day of Women and Girls in Science?

- 15th March
- 11th February
- 18th July
- 16th June

Question No.72

WiFi is the abbreviation for

- World Wide Imaging for Intelligence
- Wireless Identity for Internet
- World Wide Internet for Fast Information
- Wireless Fidelity

Question No.73

Vox pops in telecasts are mostly

- Studio based
- Field based
- Character-generated
- Advertiser-oriented

Question No.74

Nickwick was a Pulitzer Award winning photographer. This photograph was connected with

- India-Pak War
- Iraq War
- India- China War
- Vietnam War

Question No.75

Who is the author of the book, 'Defining Advertising Goals for Measured Advertising Results'?

- Philip Kotler
- R.H. Colley
- Green Rosenberg
- David Ogilvy

Question No.76

If a TV network broadcasts a female-oriented sitcom when its top rival is airing a pro football game, that's usually called

- Ham mocking
- Audience Raiding
- Evasive Action
- Counter programming

Question No.77

Jasmine Revolution is associated with

- Anti-semitism
- Agricultural Revolution
- Tunisian Revolution
- American Civil war

Question No.78

The post-industrial society is designated as

- Non-agricultural society
- Technology society
- Mediated society
- Information society

Question No.79

Feminist Media Theory is an offspring of

- Positivist School of Thought
- Critical Theory
- Interpretative Social Science
- Communist Media Theory

Question No.80

The term "bit" is formed by compressing two terms; they are-----
Binary, Digit

-
- Basic, Intelligence
- Terminal, Binary
- Broadcast, Digital

Question No.81



Lumiere brothers' cinematographe was a device that could

- Only project visuals
- Record, capture and project visuals
- Only capture visuals
- Capture and record visuals

Question No.82



FM radio frequency ranges from:

- 87 to 107 MHz
- 88 to 108 MHz
- 85 to 105 MHz
- 86 to 106 MHz

Question No.83



Which of the following is not an Indian TV news channel?

- Asianet
- Time Now
- Headlines Today
- Fox News

Question No.84



Lionel Fiel1den is an important personality in the history of Indian

- Television
- Radio broadcasting
- Satellite Communication
- Newspapers

Question No.85



What is the Currency of Norway?

- Norwegian Euro (NE)

- Norwegian Krone (NOK)
- Norwegian Dollar (NOD)
- Norwegian Pound (NOP)

Question No.86

Choosing the higher print quality usually reduces

- Reduces the size of print area
- Reduces the speed of printing each page
- Increases the speed of printing each page
- Increases the size of print area

Question No.87

In which decade was the telegraph invented?

- 1810
- 1870
- 1840
- 1890

Question No.88

Spam can be found

- Mobile phones and E-mails
- Mobile phones, E-mails and Mail boxes
- Mail boxes
- E-mails

Question No.89

Who is not a commercial director among these?

- David Dhawan
- Shyam Benegal
- Rohit Shetty
- Karan Johar

Question No.90

With the aid of their remote controls, viewers are able to quickly scan through several television programs at a time. This is known as

- Cruising
- Zipping

-
- Zapping
- Grazing

Question No.91



When reporting on people who have long titles, the practice in broadcast news writing is to

- A use the full title and put it after the name
- Never use titles because people don't remember them
- Use the full title and put it before the name
- Shorten the titles and put them before the same

Question No.92



What was the length of the first Indian feature film, Raja Harish Chandra produced in 1913?

- 1500 feet
- 3700 feet
- 6000 feet
- 2500 feet

Question No.93



Springer press was formed in

- Italy
- France
- Canada
- Germany

Question No.94



One tool that many radio stations use to analyze the timing and competitiveness of their programs is the----

- Hot Clock
- Computer
- Music Chart
- Playlist

Question No.95



Which actor in a leading role won Oscar 2019?

- Viggo Mortensen
- Christian Bale
- Rami Malek
- Willem Dafoe

Question No.96

Who won Best Director from PETA for 'A Star Is Born'?

- Bradley Cooper
- Steven Spielberg
- Mathew Vaughn
- David Zucker

Question No.97

How would you describe content convergence?

- Multimedia reporting
- Journalists from different media share the same workspace
- Reporters, editors and photographers collaborate on story production
- The final story is presented in multimedia form

Question No.98

Which of the following was the first private television channel in India?

- CNN
- ETV
- Sun TV
- Zee TV

Question No.99

Where are cookies stored?

- On the client
- In web.xml
- On the Server
- In HTML

Question No.100

The text type moving across the television screen during news presentation is known as-----

Crawl

-
- Jump
- Gallop
- Bend