1 of 100
The grounded theory approach was developed by:-
- Glaser and Strauss
- Husserl
- Heidegger
- Denzin

2 of 100
A girl introduced a boy as the son of the daughter of the father of her uncle. The boy is girl's:-
- Uncle
- Nephew
- Brother
- Son

3 of 100
Ashok's mother was 3 times as old as Ashok 5 years ago. After 5 years she will be twice as old as Ashok. How old is Ashok today?
- 25 years
- 15 years
- 10 years
- 20 years

4 of 100
'Maratha' was the sister publication of:-
- Maharashtra Times
- Lok Satta
- Kesari
- Sakal

5 of 100
Which of the following is not a qualitative research method?
- Qualitative interviewing
- Factor loading
- Ethnography/participant observation
Discourse and conversation analysis

6 of 100
201 PU_2015_154
The term '2D' is associated with:-
- depth of Field
- Flatness
- Bumpiness
- horizontal and vertical planes

7 of 100
139 PU_2015_154
In a certain code MONKEY is written as XDJMN. How is TIGER written in that code?
- QDFHS
- UJHFS
- SDFHS
- SHFDQ

8 of 100
203 PU_2015_154
With reference to multimedia elements, pick the odd one out of following:
- Voice Script
- Animation
- Video
- Graphics

9 of 100
172 PU_2015_154
When journalists plan to use interviews to gather information for a story, which of the following questions should they consider first?
- What types of questions will I need to ask?
- Who can give me the information that I need?
- What is it that I need to learn more about?
- How quickly do I need to have this information?

10 of 100
166 PU_2015_154
Which of the following does not contribute to the Credibility of the press?
- Believability
- Sensationalism
Accuracy

Impartiality

11 of 100
197 PU_2015_154
Which one of the following authors is associated with Psychoanalysis?

□ Fiske
□ Foucault
□ Freud
□ Fairclough

12 of 100
198 PU_2015_154
Which of the following best describes mixed-method research designs?

□ a design that obtains statistically significant results
□ synthesizes narrative data into themes
□ develops specific directional hypotheses
□ uses both quantitative and qualitative methods to collect data and analyse

13 of 100
196 PU_2015_154
Which of the following describes correctly the phases of qualitative research?

□ Planning, identifying the problem, data collection, writing
□ Identifying the research hypothesis, data collection, data analysis, conclusions, writing
□ Planning, begin the data collection, revise focus of study as needed, continue data collection, revise focus of study as needed, complete data collection, data analysis, writing
□ Identify and state the research problem, planning, data collection, data analysis, writing the results

14 of 100
211 PU_2015_154
What method of animation creates the inbetween frames when you create the start and end points of the animation?

□ Match fit
□ Fill ups
□ Tweening
□ Onion skin

15 of 100
168 PU_2015_154
Who first described mass media as a culture industry?

□ Jean Baudrillard
Which HTML tag you've to use to insert a Flash movie in a web page?

- EMBED
- Action Script
- Attachment
- TAG

If in a certain language KINDLE is coded as ELDNIK, how is EXOTIC coded in that code?

- EXOTIC
- CITOXE
- EXOTLC
- COXITE

Who is empowered to appoint the Chairman of the Press and Registration Appellate Board?

- Press Council of India
- Bar Council of India
- Registrar of Newspapers in India
- Public Information Bureau

_________ is considered as a mechanical medium.

- Newspaper
- Television
- Puppetry
- Book

Which of the following describes the purpose of qualitative research?

- It answers questions and illuminates issues that cannot be answered by quantitative methods.
It is a quick method.
It is new in research.
It is better than quantitative research always

21 of 100
In qualitative research, which of the following refers to the plausibility of findings and the credibility of interpretations and explanations?
- Triangulation
- Reliability
- Sampling
- Validity

22 of 100
What is another name for 2D animation?
- Puppet Animation
- Computer Animation
- Stop Motion Animation
- Cell animation

23 of 100
Which of the following must be accomplished first when conducting a research study?
- Interpret the data analysis
- Negotiate entry into the research site
- Collect data
- Analyse narrative data for underlying themes

24 of 100
What is the name of popular software used for creating 2D animation for use in web pages?
- Adobe Flash
- Gif Animator
- Autodesk Animator
- Toon Boom Studio

25 of 100
The term '3D' refers to:-
Graphics
Films
horizontal, vertical and depth dimensions
Animation

26 of 100
154 PU_2015_154
Simultaneous presentation of two contradictory visuals is called:-

Counter view
Counter angle
Counter bias
Counter point

27 of 100
185 PU_2015_154
Which of the flowing method is used to understand language and power?

Discourse Analysis
Content Analysis
Experimental Research
Survey

28 of 100
200 PU_2015_154
What is computer graphic?

Computer generated graphic/picture
Scanned image
Drawn by hand
Free hand Drawing

29 of 100
209 PU_2015_154
DAT is an acronym for:-

Dynamic Audio Tool
Digital Audio Tape
Data Audio Transfer
Data Analogue Tape

30 of 100
210 PU_2015_154
A broadcast / PAL video requires how many FPS for it to play smoothly?
A qualitative research design in which data related to past events is systematically collected and evaluated to describe potential causes, effects, or trends related to those events is known as:—

- historical
- action research
- ethnographic
- grounded theory

Who identified that ‘online gambling is a serious issue that has not been addressed under any law’?

- Indian Online Institute
- Asian Internet Association
- Asian Cyber Law Institute
- American Cyber Law Institute

A portable pen drive connects the ___________ port of a PC.

- Parallel
- USB
- HDMI
- Serial
What is the name of the printed circuit board (PCB) in a computer that holds the CPU?
☐ VGA board
☐ Mother board
☐ GPU board
☐ Add on board

36 of 100
195 PU_2015_154
The rationale underlying purposeful sampling is that:-
☐ A few information rich cases studied in depth yields many insights about a topic
☐ Available cases are used because the researcher has access to them
☐ All cases are included, even though they are not all relevant to the problem
☐ A randomly selected sample is unlikely to be representative of the population

37 of 100
184 PU_2015_154
“Please comment on your response to the above”. What data would this produce?
☐ Quasi-quantitative
☐ Quantitative
☐ Qualitative-Quantitative
☐ Qualitative

38 of 100
212 PU_2015_154
A most basic skill a person requires to pursue an animation career is ________ skills.
☐ Acting
☐ Seeing
☐ Story telling
☐ Drawing

39 of 100
181 PU_2015_154
In which qualitative research design is a teacher likely to be the researcher?
☐ grounded theory
☐ ethnographic
☐ historical
☐ action research

40 of 100
218 PU_2015_154
RAM means:-
- Random Access Memory
- Radial Access Meter
- Randomly Acquired Media
- Random Access Media

**41 of 100**
193 PU_2015_154
In qualitative research, a guiding principle in deciding sample size is:
- Number of variables
- Effect size
- Sub-group analysis
- Data saturation

**42 of 100**
116 PU_2015_154
39 persons can repair a road in 12 days, working 5 hours a day. In how many days will 30 persons, working 6 hours a day, complete the work?
- 13
- 12
- 10
- 11

**43 of 100**
208 PU_2015_154
FPS stands for:-
- Fixed Picture Standard
- Fine Picture Sound
- Frames Per Second
- File Pixel Size

**44 of 100**
192 PU_2015_154
Which of the following is a qualitative research design where lived experiences of individuals are examined in their "life-world"?
- Grounded theory
- Ethnography
- Phenomenology
- Ethology
Coding of qualitative data such as interviews begins with:

- Descriptive Coding
- Axial Coding
- Analytical Coding
- Theoretical Coding

'.JPG' extension refers usually to what kind of file?

- Image file
- MS Encarta document
- System file
- Animation/movie file

The process of qualitative research is characterized by which of the following?

- Proportion
- Induction
- Deduction
- Reduction

Which of the following terms describes the nature of a qualitative research question?

- Static
- Illogical
- Emergent
- Fixed

If 'MOBILITY' is coded as '46293927', then 'EXAMINATION' will be coded as:-

- 57159413955
- 65145919256
- 56149512965
- 45038401854
Which of the following is a characteristic of qualitative research?

- It uses random sampling techniques.
- It relies on disciplined inquiry.
- It is deductive in orientation.
- It uses a static, fixed research design.

Deductive Reasoning is applied in:

- Quantitative research
- Action research
- Applied research
- Qualitative research

Collecting responses from respondents after showing photos, cartoons or paintings to them is a form of ____________ method.

- photo drawing
- photo illustration
- photo elicitation
- photo identification

A member of a social setting who is a knowledgeable insider and is willing to share access and insight with a researcher is known as a:

- Assistant
- Interview Guide
- Informant
- Interviewer

Which of the following situations could a journalism teacher cite to students an example of plagiarism?

- A reviewer uses lengthy quotes from a book to illustrate several points of criticism in a review of the work.
A teacher photocopies two chapters from a book, gives them to students, and makes them required reading.

A musician uses a piece of music for a paid performance without obtaining the permission of the composer.

A student copies a paragraph from a magazine article, inserts it into a report, and passes it off as his own writing.

55 of 100
173 PU_2015_154
FOLIO is the name of:

- Follow up
- Date line
- Page number
- Cut

56 of 100
188 PU_2015_154
Which is a characteristic of conventional ethnography?

- It involves intimate, face-to-face data collection
- It uses only qualitative data for interpretation
- It frames human behavior within an objective reality
- It is usually conducted in a laboratory or other controlled setting

57 of 100
213 PU_2015_154
What is the name of the function for integrating multimedia elements, programatically and or without programming?

- Integrated Design
- Content Creation
- Direction
- Authoring

58 of 100
207 PU_2015_154
Which of the following is NOT a video file extension:

- MP4
- JPG
- QT
- AVI

59 of 100
Which of the following is not a qualitative research approach which enables research subjects to play a more active part in designing the research and influencing the outcomes?

- Structured interviews
- Cognitive mapping
- Feminist research
- Action research

Which of the following questions does not answer reflexive research?

- How does my own agenda shape what I ask and what I find?
- What particular biases, if any, do I bring to my research?
- How does the respondents' bias affect research?
- How do my specific values, attitudes, and theoretical perspectives influence my research style?

Semiotics suggests that TV ads:

- a) drive the economy and are therefore necessary.
- b) reaffirm the values of the status quo.
- c) are saturated with fantasized themes
- d) b and c

What kind of language uses hands and is often used by the deaf?

- Face gesture
- Sign language
- Hand gesture
- Codes message

Which of the following is the best example of a connotation?

- The word "dog" suggests the animal that goes "bow wow."
- A cartoon image of "Dilbert" suggests the fictional character Dilbert.
- A black suit suggests death and mourning.
- A picture of a man in an airport suggests a man in an airport.
Marketing ethics refers to principles that define:-
- acceptable conduct in society.
- acceptable conduct in marketing.
- improper behaviour in marketing.
- improper behaviour in business.

Which of the following best describes the difference between denotation and connotation?
- Denotation is the thing signified, whereas connotation is the signifier of the thing.
- Denotation is the simplest, most basic relation between a signifier and signified, whereas connotation builds secondary associations turning a sign into the signifier of another sign.
- Connotation is the thing signified, whereas denotation is the signifier of the thing.
- Connotation is the simplest, most basic relation between a signifier and signified, whereas denotation builds secondary associations by turning a sign into the signifier of another sign.

The biggest problem with mythic signs is that:-
- the signifier is more powerful than the signified.
- they are always being reconstructed.
- they reinforce the dominant values of culture.
- they signify the science.

Following a Cyclone, a tremendous demand for gaspowered generators occurs. Eva Hardware holds a large stock of these items and it faces major ethical decisions with regard to the ____________ issue.
- product
- personal selling
- advertising
- publicity

Barthes’ description of a sign as the correlation between the signifier and the signified came from:-
- Nietzsche.
- Marx
Which of the following statements is true?
- A signifier represents the thought associated with something like a yellow ribbon.
- What is signified can have more than one meaning.
- Signs best understood as separate from a system.
- A sign is signifier or signified.

How does advertising contribute to prosperity?
- By discouraging conspicuous consumption.
- By encouraging thoughtful and planned purchasing.
- By inspiring people to greater productivity so they can have more income to buy things that are advertised.
- By discouraging product improvement innovation.

Which is an important gauge of an advertisement's effectiveness?
- Recall by consumers.
- The musical background.
- The professionalism of the actors who performed in the commercial.
- The editing.

The commission revenue an advertising agency earns goes:
- substantially to client liaisons.
to overhead, production costs, and profit.
entirely to profit.
primarily to lobbying.

74 of 100
223 PU_2015_154
'.MPG' extension refers usually to what kind of file?
 MS Office document
 WordPerfect Document file
 Animation/movie file
 Image file

75 of 100
238 PU_2015_154
Barthes' concern with semiotics is to help people realize that certain systems:-
 have some type of signs
 have different types of signs.
 enlist support for the status quo.
 are made up of several different parts.

76 of 100
252 PU_2015_154
A cereal company advertises that its latest product can cholesterol even though the company cannot prove this claim. This situation involves an ethical issue related to which element of the marketing mix?
 promotion
 product
 distribution
 price

77 of 100
239 PU_2015_154
Barthes maintained that every ideological sign is the result of two interconnected sign systems and the first one is:-
 strictly denotative
 strictly prescriptive.
 strictly connotative.
 strictly descriptive

78 of 100
222 PU_2015_154
The concept of Manufacturing Consent was postulated by:-
The theorist associated with semiotics in Griffin's discussion is:-
- Barthes
- McLuhan.
- Burke.
- Hall

MOV extension refers usually to what kind of file?
- Image file
- Audio file
- Animation/movie file
- MS Office document

Standard DV video that is going to be transmitted in a wide screen format, should be edited in:
- an analogue format
- an anamorphic format
- a letter boxed format
- a pillar boxed format

Changing channels in TV to avoid commercials is known as:-
- creeping
- zapping Editing, theory and practices
- tracking
- switch over

A measure of media audience who receive communication is known as:-
A person who writes advertisements is called:-
- copywriter
- author
- story writer
- copycat

What does positioning do?
- Guarantees the advertisement's placement within a newspaper.
- Guarantees the advertisement's placement within a magazine.
- Locates the ad within the consumer's highest level of awareness.
- Guarantees the product's name will be the first word in an advertisement.

Research that seeks to understand how and why people think and behave as they do is called:-
- Secondary data
- Qualitative data
- Primary data
- Quantitative data

A standard newspaper advertising rate with no discount is called:-
- clear rate
- standard rate
- focus rate
- flat rate

Magenta, cyan yellow and black, the four significant Colours used in color print productions, are:-
Process colors
• Fixed colors
• Computerized colour
• New colors

89 of 100
268 PU_2015_154
Research that investigates all the elements of the marketing mix is called:-
• Focus research
• Exploratory research
• Marketing research
• Market research

90 of 100
299 PU_2015_154
Audio that is going to be presented fully utilising 5.1 Surround Sound requires:
• 6 audio tracks
• 11 audio tracks
• 5 audio tracks
• 2 audio tracks

91 of 100
270 PU_2015_154
Art in which all elements are solid with no intermediate shades or tones is called:-
• Modern art
• Beautiful art
• Classic art
• Line art

92 of 100
273 PU_2015_154
Most advertisements in the nineteenth century belong to the category of:-
• interpretation
• emotional appeal
• do-it-yourself
• reason why

93 of 100
297 PU_2015_154
If you are making a video that is going to be streamed on the internet, you should avoid using:
Chroma keys
- picture in picture effects
- crossfade or dissolve transitions
- cuts between scenes

94 of 100
280 PU_2015_154
MARG is a/an:-
- advertising agency
- Consumer forum
- Research organization
- advertiser’s association

95 of 100
281 PU_2015_154
Home page is related to:-
- newspaper advertising
- internet advertising
- outdoor advertising
- TV advertising

96 of 100
272 PU_2015_154
A type of printing that prints from an image onto a raised surface is called as:-
- Letterpress
- Gravure
- Silk screen
- Offset

97 of 100
264 PU_2015_154
Type set in larger size that is used to attract the reader’s attention is called:-
- Copy
- Body text
- Display copy
- Body copy

98 of 100
262 PU_2015_154
Which of the following is an example of a successful brand image?
Cola.
Kleenex.
Light bulb.
Cafe Latte.

99 of 100
286 PU_2015_154
"LCut" is:-
- not related to editing
- where the audio and the picture are edited at the same point.
- it is a long shot edited in between two short shots
- where the audio and the picture are not edited at the same point.

100 of 100
289 PU_2015_154
Which of the following does not have any relevance to the postproduction process?
- kerning
- crawling
- rolling
- toddling