

PU Ph D Electronic Media

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The *grounded theory* approach was developed by:-

- Glaser and Strauss
- Husserl
- Heidegger
- Denzin

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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

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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

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'Marattha' was the sister publication of:-

- Maharashtra Times
- Lok Satta
- Kesari
- Sakal

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Which of the following is not a qualitative research method?

- Qualitative interviewing
- Factor loading
- Ethnography/participant observation

- Discourse and conversation analysis

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The term '2D' is associated with:-

- depth of Field
- Flatness
- Bumpiness
- horizontal and vertical planes

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In a certain code MONKEY is written as XDJMNL. How is TIGER written in that code?

- QDFHS
- UJHFS
- SDFHS
- SHFDQ

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With reference to multimedia elements, pick the odd one out of following:

- Voice Script
- Animation
- Video
- Graphics

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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?

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Which of the following does not contribute to the Credibility of the press?

- Believability
- Sensationalism

- Accuracy
- Impartiality

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Which one of the following authors is associated with Psychoanalysis?

- Fiske
- Foucault
- Freud
- Fairclough

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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

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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

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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

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Who first described mass media as a culture industry?

- Jean Baudrillard

- Stuart Hall
- Theodor Adorno
- Stuart Mill

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

- EMBED
- Action Script
- Attachment
- TAG

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

- EXOTIC
- CITOXE
- EXOTLC
- COXITE

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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

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_____ is considered as a mechanical medium.

- Newspaper
- Television
- Puppetry
- Book

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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

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In qualitative research, which of the following refers to the plausibility of findings and the credibility of interpretations and explanations?

- Triangulation
- Reliability
- Sampling
- Validity

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What is another name for 2D animation?

- Puppet Animation
- Computer Animation
- Stop Motion Animation
- Cell animation

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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

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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

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The term ' 3D ' refers to:-

- Graphics
- Films
- horizontal, vertical and depth dimensions
- Animation

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Simultaneous presentation of two contradictory visuals is called:-

- Counter view
- Counter angle
- Counter bias
- Counter point

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Which of the following method is used to understand language and power?

- Discourse Analysis
- Content Analysis
- Experimental Research
- Survey

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What is computer graphic?

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

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DAT is an acronym for:-

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

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A broadcast / PAL video requires how many FPS for it to play smoothly?

- 18
- 24
- 30
- 25

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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

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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

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JPEG is an acronym for:-

- Jumper Point Exchange Generator
- Junior Programming Expert Group
- Joint Photographic Experts Group
- Joint Pixel Emulator Group

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

- Parallel
- USB
- HDMI
- Serial

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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

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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

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"Please comment on your response to the above". What data would this produce?

- Quasi-quantitative
- Quantitative
- Qualitative-Quantitative
- Qualitative

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A most basic skill a person requires to pursue an animation career is _____ skills.

- Acting
- Seeing
- Story telling
- Drawing

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In which qualitative research design is a teacher likely to be the researcher?

- grounded theory
- ethnographic
- historical
- action research

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RAM means:-

- Random Access Memory
- Radial Access Meter
- Randomly Acquired Media
- Random Access Media

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In qualitative research, a guiding principle in deciding sample size is:

- Number of variables
- Effect size
- Sub-group analysis
- Data saturation

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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

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FPS stands for:-

- Fixed Picture Standard
- Fine Picture Sound
- Frames Per Second
- File Pixel Size

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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

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Coding of qualitative data such as interviews begins with:-

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

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

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

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

- Proportion
- Induction
- Deduction
- Reduction

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

- Static
- Illogical
- Emergent
- Fixed

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

- 57159413955
- 65145919256
- 56149512965
- 45038401854

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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.

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Deductive Reasoning is applied in:

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

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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

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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

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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.

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FOLIO is the name of:

- Follow up
- Date line
- Page number
- Cut

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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

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

- Integrated Design
- Content Creation
- Direction
- Authoring

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Which of the following is NOT a video file extension:

- MP4
- JPG
- QT
- AVI

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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

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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?

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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

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

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

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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.

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Marketing ethics refers to principles that define:-

- acceptable conduct in society.
- acceptable conduct in marketing.
- improper behaviour in marketing.
- improper behaviour in business.

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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.

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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

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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

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Barthes' description of a sign as the correlation between the signifier and the signified came from:-

- Nietzsche.
- Marx

- Saussure.
- Aristotle

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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

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A mark used to convey a meaning.

- way
- direction
- path
- sign

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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.

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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.

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The commission revenue an advertising agency earns goes:-

- substantially to client liaisons.

- to overhead, production costs, and profit.
- entirely to profit.
- primarily to lobbying.

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'MPG' extension refers usually to what kind of file?

- MS Office document
- WordPerfect Document file
- Animation/movie file
- Image file

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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.

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A cereal company advertises that its latest product can lower 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

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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

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The concept of Manufacturing Consent was postulated by:-

- Daniel Bell
- Espen Aarseth
- Judith Butler
- Noam Chomsky

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The theorist associated with semiotics in Griffin's discussion is:-

- Barthes
- McLuhan.
- Burke.
- Hall

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MOV extension refers usually to what kind of file?

- Image file
- Audio file
- Animation/movie file
- MS Office document

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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

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Changing channels in TV to avoid commercials is known as:-

- creeping
- zapping Editing, theory and practices
- tracking
- swith over

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A measure of media audience who receive communication is known as:-

- coverage
- evaluation
- access
- feedback

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A person who writes advertisements is called:-

- copywriter
- author
- story writer
- copycat

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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.

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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

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

- clear rate
- standard rate
- focus rate
- flat rate

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Magenta, cyan yellow and black, the four significant Colours used in color print productions, are:-

- Process colors
- Fixed colors
- Computerized colour
- New colors

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Research that investigates all the elements of the marketing mix is called:-

- Focus research
- Exploratory research
- Marketing research
- Market research

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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

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Art in which all elements are solid with no intermediate shades or tones is called:-

- Modern art
- Beautiful art
- Classic art
- Line art

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Most advertisements in the nineteenth century belong to the category of:-

- interpretation
- emotional appeal
- do-it-yourself
- reasonwhy

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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

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MARG is a/an:-

- advertising agency
- Consumer forum
- Research organization
- advertiser's association

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Home page is related to:-

- newspaper advertising
- internet advertising
- outdoor advertising
- TV advertising

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A type of printing that prints from an image onto a raised surface is called as:-

- Letterpress
- Gravure
- Silk screen
- Offset

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Type set in larger size that is used to attract the reader's attention is called:-

- Copy
- Body text
- Display copy
- Body copy

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Which of the following is an example of a successful brand image?

- Cola.
- Kleenex.
- Light bulb.
- Cafe Latte.

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"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.

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Which of the following does not have any relevance to the postproduction process?

- kerning
- crawling
- rolling
- toddling