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120 MINUTES

1. Early edited version of video or film that needs further editing:
A) Ruses B) Raw stock C) First copy D) Ruser
2. A gathering of reporters around a person, all competing to ask questions or take photographs:
A) Repogather B) Repograb
C) Scrum D) Reporush
3. Broadcasting the same programme at the same time on different channels or platforms:
A) Omnicast B) Multicasting
C) Similcasting D) Simulcast
4. ----- is a short audio or video segment produced to advertise an upcoming news bulletin or news items.
A) Teaser B) Teasad C) Waiter D) Teason
5. Short interviews where several members of the public are stopped at random and asked questions to gauge approximate public opinion about an issue:
A) Sstreetoice B) Shortoice C) Vox pop D) Sympoice
6. International Programme for Development Communication is a project under----.
A) UNDP B) UNESCO C) NAMEDIA D) Media Asia
7. A media organizations founded before 1947:
A) ABC B) FDI C) INS D) IBF
8. Kerala State Chalachitra Academy is an autonomous institution working under the Department of-----, Government of Kerala.
A) Information and Public Relations
B) Public Administration
C) Cinematic Arts
D) Cultural Affairs
9. Who publishes the world famous media journal CJR founded in 1961?
A) California University B) Columbia University
C) Cambridge University D) Carnegie Mellan University
10. A book authored by Alan Rusbridger:
A) The Ethical Journalist B) The Breaking News
C) All the President's Men D) The Myth of Media Globalisation

11. A Malayalam book on media authored by K. Ramakrishna Pillai:
 - A) Malayalam Patra Bhasha
 - B) Patrangal Vichithrangal
 - C) Bharatiya Patra Charitram
 - D) Vruthantha Patrapravartanam

12. Author of “India’s Film Society Movement: The Journey and It’s Impact”:
 A) C.S. Venkiteswaran B) Renu Saran
 C) V.K. Cherian D) Madhu Eravankara

13. A drawing, usually in a comic strip, which makes the words of a person in the picture appear to be coming directly from his/her mouth:
 - A) Balloon B) Bullet C) Quote D) Mouter

14. Advertising space usually purchased in small amounts by the public and published, by categories, in its own section of the newspaper:
 - A) Notified advertising B) Classified advertising
 - C) Categorised advertising D) Private advertising

15. The Frankfurt School is a school of social theory and critical philosophy associated with the -----at Goethe University Frankfurt in 1929.
 - A) Institute of Social Research
 - B) Institute of Critical Theory
 - C) Institute of Social Change
 - D) Institute of Critical Philosophy

16. The Times of India, one of the most influential newspapers in India founded in 1838 was originally called-----.
 A) Brennan’s Newspaper
 B) The Bombay Times and Journal of Commerce
 C) The Times News
 D) Bennet& Colman News

17. Author of “Everyone Loves a Good Drought”:
 A) Muzamil Jaleel B) Narasimhan
 C) Josy Joseph D) Palagummi Sainath

18. A media institution which is a non-governmental organisation:
 A) IIMC B) DECU C) PARI D) RIND

19. Who among the following has won “The Deutsche Welle Freedom of Speech Award”?
 A) Rajdeep Dilip Sardesai B) Sagarika Ghose
 C) Siddharth Varadarajan D) Vinod K. Jose

34. What are the 7 Cs of communication originally listed by Cutlip and Center in their 1952 book "Effective Public Relations"?
- A) Completeness, conciseness, consideration, concreteness, courtesy, clearness & correctness
 - B) Credibility, context, content, clarity, continuity, capability of audience and correctness
 - C) Clarity, content, continuity, credibility, channel consistency & capability of audience
 - D) Credibility, context, content, continuity, capability of audience, clarity and considerations
35. The theory which discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions and escape:
- A) media choice therapy
 - B) heuristic value theory
 - C) media dependency theory
 - D) uses and gratifications theory
36. De Fleur model of communication is an expansion of two other models of communication proposed by-----
- A) Shannon and Weaver & Westley and Maclean
 - B) Frank Dance & Lasswell
 - C) David Berlo & Westley
 - D) Osgood & Schramm
37. One model of communication clearly illustrates that communicator and recipient are interdependent and inter related by feedback mechanisms and that both of them are part of a larger social context and are not acting in isolation. Who proposed this sociological view of communication?
- A) Ball-Rokeach and De Fleur
 - B) Aristotle
 - C) Riley and Riley
 - D) Mc Combs and Shaw
38. The dependency model of mass media effects was proposed in 1976 by:
- A) Emile Durkheim
 - B) Sandra Ball-Rokeach and Melvin De Fleur
 - C) Henry Maine and Ferdinand Tonies
 - D) AR Radcliffe - Brown
39. "Development communication is the art and science of communication applied to the speedy transformation of a country and the mass of its people from poverty to dynamic state of economic growth that makes possible the greater social equality and larger fulfilment of human potential". This definition of development communication was put forward by:
- A) Wilbur Schramm
 - B) Srinivas Melcote
 - C) J.V. Vilanilam
 - D) Nora C. Quebral

40. Assertion (A) : Typefaces selected for printing a newspaper enable its distinct appearance.
Reason (R) : Typefaces of different fonts have their own personality, which in turn reflects the newspaper's personality.
- A) Both A and R are true and R is the correct explanation of A
B) Both A and R are true, but R is not the correct explanation of A
C) A is true but R is false
D) A is false but R is true
- 41 Identify the correct sequence of the following theories:
A) Diffusion of innovation, Uses and gratification, Agenda setting, Cultivation
B) Uses and gratification, Agenda setting, Cultivation, Diffusion of innovation
C) Agenda setting, Cultivation, Diffusion of innovation, Uses and gratification
D) Cultivation, Diffusion of innovation, Agenda setting, Uses and gratification
42. Assertion (A): Development communication is not a tool but a product
Reason(R): Development communication is a goal oriented concept
- A) Both A and R are true and R is the correct explanation of A
B) Both A and R are true, but R is not the correct explanation of A
C) A is true but R is false
D) A is false but R is true
43. Using of all elements in the population and taking a lottery to select the desired number of elements from the totality is -----.
- A) Simple random sampling
B) Cluster sampling
C) Stratified random sampling
D) Systematic Sampling
44. Tamasha is a traditional form of:
- A) Kathak dance B) Marathi theatre
C) Kaveli D) Ghazal
45. DECU is a satellite communication - based societal application in India, located at-----.
- A) ISRO, Trivandrum B) Asiad Village, New Delhi
C) SAC, Ahmedabad D) VSSC, Valiyamala

52. Which of the following is **not** a critical view of the Dependency Paradigm ?
- A) It is the application of corporate techniques
 - B) It is an erroneous evaluation of the internationalisation of capital and production
 - C) It is characterised by western capitalistic expansion and domination
 - D) Both A and B
53. Development media theory was propounded by:
- A) E.M. Rogers
 - B) Dennis McQuail
 - C) Denis A. Goulet
 - D) Nora Quebral
54. In 1766, a Dutch explorer notified through wall posters that he would be printing an English newspaper from Calcutta. He was exiled before he could print it. Who is this first victim of the freedom of press ?
- A) Abel Tasman
 - B) William Bolts
 - C) Jacob van Neck
 - D) Henry Hudson
55. The Malayalam newspaper which is one among the five most circulated newspapers in India:
- A) Mathrubhumi
 - B) Malayala Manorama
 - C) Kerala Kaumudi
 - D) Desabhimani
56. The first two newspapers in Malayalam were published by:
- A) London Mission
 - B) Dutch Mission
 - C) Basel Mission
 - D) Serampore Mission
57. The Indian Readership Survey, the largest readership research study in the World is conducted by-----.
- A) ABC & NRS
 - B) Media Research Users Council & Readership Studies Council of India
 - C) MRUC & INS
 - D) ABC & MRUC
58. Broadcast Audience Research Council of India is headquartered in-----.
- A) Kolkata
 - B) New Delhi
 - C) Ahmedabad
 - D) Mumbai
59. Which of the following statements is **wrong**?
- A) TV broadcasting in Malayalam began in 1985
 - B) Manorama News was started in 2006
 - C) The first Malayalam TV production house NTV was launched in 1992
 - D) Asianet, the second Malayalam TV channel in private sector was started in 1998

60. Right to Information Act was passed by the Indian Parliament on 15 June 2005, but it was implemented only on:
 A) 25 June 2005 B) 30 June 2005
 C) 12 October 2005 D) 10 October 2005
61. Which one of the following is **not** one of the goals of the Press & Registration of Books Act, 1867?
 A) to regulate the printing press and newspapers in India
 B) to preserve copies of books and newspapers printed in India
 C) to provide for the registration of books and newspapers
 D) to prevent publication of news defaming the heads of states
62. Gandhiji's first news paper?
 A) Young India B) Navajivan
 C) India Opinion D) Harijan
63. India is ranked-----in the Press Freedom Index in 2022 by the French NGO 'Reporters without Borders'.
 A) 151 B) 150 C) 180 D) 101
64. DainikJagran, the most widely circulated Hindi newspaper in India has a total readership of-----according to the IRS quarter one in 2019.
 A) 70,37,000 B) 51,405,00 C) 50,00,000 D) 55,000,00
65. Prasar Bharati was established in:
 A) 1988 B) 1997 C) 2000 D) 1990
66. The anti-money laundering sting operation done by the online magazine Cobrapost:
 A) Operation Red Spider B) Black Hunt
 C) White Undercover D) Operation Redstar
67. Which among the following is a mismatch?
 A) Mc Bride Commission - Boobli George Varghese
 B) Chanda Committee - All India Radio
 C) First Press Commission - K.P. Kesava Menon
 D) Federation of Film Societies in India - Indira Gandhi
68. Assertion (A): Radio made a comeback as people listen to radio more these days
 Reason (R): Only those who drive cars listen radio
- A) Both A and R are true and R is the correct explanation of A
 B) Both A and R are true, but R is not the correct explanation of A
 C) A is true but R is false
 D) A is false but R is true

76. Who was the first editor of the newspaper Swadeshabhimani owned by Vakkom Muhammed Abdul Khader Moulavi?
- A) K. Govinda Pillai B) C.P. Govinda Pillai
C) A. Balakrishna Pillai D) Puthupally Raghavan
77. Assertion (A) : Public Relations is more an attitude than a technique
Reason (R) : As it is external evidence of managing internal affairs of an institution in a way that makes it maintain the status quo
- A) Both A and R are true and R is the correct explanation of A
B) Both A and R are true, but R is not the correct explanation of A
C) A is true but R is false
D) A is false but R is true
78. Advertising can help in:
- A) Promoting only products and services
B) Promoting products, services and concepts which are devoted to social issues, environment and societal transformation
C) Improving the economy of a small region
D) Implying upon the need sets of a limited number of targeted audience
79. Media literacy does **not** consist of:
- A) Strategies for analysing and discussing media messages
B) Heightened expectations from media
C) Respect for the power of media messages
D) Knowledge of genre conventions and the recognition of their missing
80. Digital media narration is -----.
- A) Static B) Limited C) Separate D) Dynamic
81. Assertion (A): Letters to the editors are a spontaneous response to the newspaper contents
Reason (R): These letters reflect public opinion and can also be an organised persuasive device
- A) Both A and R are true and R is the correct explanation of A
B) Both A and R are true, but R is not the correct explanation of A
C) A is true but R is false
D) A is false but R is true
82. Watergate scandal was exposed by:
- A) Bob Woodward and Carl Bernstein
B) Howell Raines and Gerald M. Boyd
C) Dan Rather and Mary Mapes
D) Easen Jordan

83. The columnist who acknowledged that he had received 241,000 dollars to write favourably about US President Bush's "No Child Left Behind" initiative:
- A) Maggie Gallagher B) Michael McManus
C) Armstrong Williams D) Barry McCarffrey
84. Fund for Investigative Journalism founded in 1969 provided financial assistance to many independent journalists and news organisations to produce high quality, unbiased, non-partisan investigative stories that have an impact. Who is the founder of this organisation ?
- A) Seymore Hersh B) Philip. M. Stern
C) Melvin Mencher D) Thomas L. Friedman
85. A broadcast video feed that is complete with graphics, commercials, interstitials and studio integration is known as:
- A) Front sell B) Fronthaul C) BV D) nat/VO
86. NTSC means:
- A) National Television System Committee
B) National Telecommunications Systems Corporation
C) National Tele Service Corporation
D) National Television System Corporation
87. The term you would use for disproving a story carried by the rival newspaper:
- A) Rival shot B) Knock down
C) Spoiler D) Breaking
88. A copy **not** carefully edited due to time limit is known as:
- A) Rough copy B) Rusher C) Rail road D) Speeder
89. Assertion (A) : Since languages and other systems are social products, every society will have a socially constructed grid of communication
Reason (R): Because language is the primary means through which values and norms of society are framed and reinforced.
- A) Both A and R are true and R is the correct explanation of A
B) Both A and R are true, but R is not the correct explanation of A
C) A is true but R is false
D) A is false but R is true
90. A researcher selects a probability sample of 100 out of the total population. It is
- A) Cluster sample B) Random sample
C) Stratified sample D) Systematic sample

91. Validity of the research can be improved by:
- A) Eliminating extraneous factors
 - B) Taking the true representative sample of the population
 - C) Both of the above measures
 - D) None of the above
92. All are examples of qualitative variables **except**:
- A) Religion and caste
 - B) Sex
 - C) Observation
 - D) Interests of the subject
93. Attributes of objects, events and things which can be measured can be called:
- A) Data
 - B) Qualitative measure
 - C) Variables
 - D) Quantitative measure
94. In observational research there are no -----.
- A) Variables
 - B) Standardised tests
 - C) Experimental tests
 - D) Statistical tests
95. The type of interview which relies on the spontaneous generation of questions in the natural flow of interaction:
- A) Informal interview
 - B) Semi-structured interview
 - C) Focus-group interview
 - D) Written Interview
96. Sampling in which elements are grouped together because they share certain characteristics is
- A) Cluster sampling
 - B) Systematic sampling
 - C) Stratified sampling
 - D) Simple random sampling
97. Cross-sectional research is fundamentally related with...
- A) Sample
 - B) Statistics
 - C) Tendencies
 - D) Eugenics
98. Action research is-----.
- A) An applied research
 - B) Research carried out to solve immediate problems
 - C) A longitudinal research
 - D) None of these
99. The research is always:
- A) Exploring new knowledge
 - B) Verifying the old knowledge
 - C) Filling the gap between the knowledge
 - D) All of the above
100. The research reporting should be carried out-----.
- A) In a scientific way
 - B) In an imaginary way
 - C) Through copying
 - D) Through discussion among the scientists

111. An extended unwanted silence on radio, often caused by technical or operating errors:
 A) Wasted air B) Dead air C) Silencer D) Error air
112. An American agency appointed by the President to regulate interstate communications by radio, television, wire, satellite and cable:
 A) National Commission for Telecommunications
 B) Federal Communications Commission
 C) Telecom Regulatory Authority
 D) Federal Telecom Commission
113. Data attached to a photo, video or message containing information about the location at which it was created or uploaded:
 A) Geotagging B) Geonote C) Locate data D) Geomap
114. A head-and-shoulder photograph of a person facing the camera:
 A) Mug shot B) Thumb nail shot
 C) Shoulder shot D) ECU
115. A common standard file format for documents to be reproduced exactly as they appeared when created:
 A) PDA B) P2P C) PDF D) PFF
116. Rules of polite behavior when using the Internet:
 A) Netirule B) Netoquette C) Netolite D) Netiquette
117. Which among the following is an indirect negative reference to a person's character?
 A) Blind item B) Innuendo C) Slander D) Libel
118. -----is a transition shot, usually a short one, from one theme to another, used to avoid jump cut.
 A) Cover shot B) Lead-in C) Cut away shot D) Dissolve
119. Ad-lib is unscripted talk by a broadcaster. The word is derived from Latin "ad libitum", which means:
 A) at one's pleasure B) ice-breaking chat
 C) cordiality D) intimate chat
120. Special radio programming in which listeners are asked to telephone the station to make donations to a good cause or charity appeal. Typically, whole programmes are dedicated to this single function and the names of people who pledge money are read out on air:
 A) Radthon B) Radiothon C) Radionations D) Telethon