

1. Copycatting tendency of media is termed as ----- effects.  
A) Incidental    B) Reflex    C) Bandwagon    D) Technological
2. SITE (Satellite Instructional Television Experiment) was launched in India in:  
A) 1965    B) 1975    C) 1985    D) 1995
3. The Newspaper Development Commission was one of the recommendations by ----- press commission.  
A) First    B) Second    C) Third    D) Fourth
4. State whether the statements are true or false:  
Statement 1: The fourth estate refers to print media, not electronic media.  
Statement 2: Media serves the watchdog function for democracy.  
A) Both 1 & 2 are true    B) Both 1 & 2 are false  
C) 1 is true, and 2 is false    D) 1 is false, and 2 is true
5. Code of Athens is related to:  
A) Advertising    B) Reporting  
C) Public relations    D) Communication ethics
6. State whether the statements are true or false:  
Statement 1: The copyright act, of 1957 does not cover musical and artistic works.  
Statement 2: Copyright ensures certain minimum safeguards of the rights of authors over their creations.  
A) Both 1 & 2 are true    B) Both 1 & 2 are false  
C) 1 is true, and 2 is false    D) 1 is false, and 2 is true
7. A short song or tune used in advertising and for other commercial uses especially in radio:  
A) Jingle    B) Tune mc    C) AD music    D) Teaser
8. Assertion (A): Defamation is punishable under Section 499 of IPC.  
Reason (R): Libel is the spoken form of defamation.  
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

9. A news story which lacks proper appealing and basic elements is---- story.  
 A) Lag                    B) Dry                    C) Boring                    D) Clutter
10. The case which led to the landmark judgement of the Supreme Court that had emphasised the constitutional protection for online free expression under Article 19(1) A:  
 A) Navtej Singh Vs Union of India  
 B) Harpal Singh Vs State of Punjab  
 C) Shreya Singhal Vs Union of India  
 D) Google India Pvt Ltd. Vs Visaka Industries Ltd.
11. Constitution day of India is observed on November -----.  
 A) 26                    B) 25                    C) 24                    D) 23
12. Assertion (A): German expressionist film used distorted images, strong lights, and expressionistic acting.  
 Reason (R): It emphasised the artist's inner feelings or ideas over replicating reality.
- 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
13. The present chairman of PCI:  
 A) Justice Markandeya Katju  
 B) Justice Ranjana Prakash Desai  
 C) Justice Chandramauli Kumar Prasad  
 D) Justice A. N. Sen
14. In advertising AIDA stands for:  
 A) Attention, Interest, Desire and Action  
 B) Attraction, Interest, Demand and Activity  
 C) Action, Interest, Desire and Audience  
 D) Action, Interest, Desire and Application
15. Identify the correct statement/s among the following:  
 Statement 1: Pie diagram is a circle divided into sectors with area equal to the corresponding component.  
 Statement 2: The graphic display of frequency distribution using rectangular bars with heights proportional to the frequency count is termed as Bar diagrams.
- A) 1 only                    B) 2 only  
 C) Both 1 & 2                    D) Neither 1 nor 2

16. The Copy Right Act came into force on:  
 A) 1954                      B) 1955                      C) 1956                      D) 1957
17. WCC is:  
 A) Women in Cinema Consortium  
 B) Women Collective in Cinema  
 C) Women Consortium in Cinema  
 D) Women in Cinema Collective
18. Assertion (A): Under the Information Technology Act of 2000, the Indian government banned a number of Chinese apps.  
 Reason (R): The Information Technology Act, of 2000 is related to the matters of cybercrime and e-commerce.
- 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
19. *Battleship Potempkin* was directed by:  
 A) Sergey M. Eisenstein                      B) Aleksandr Antonov  
 C) Vladimir Barskiy                      D) Grigoriy Aleksandrov
20. Reporters without Borders is headquartered in:  
 A) India                      B) France                      C) Japan                      D) Italy
21. The famous photograph, 'The Afghan girl' was by:  
 A) Diane Arbus                      B) Gregory Colbert  
 C) Kevin Carter                      D) Steve McCurry
22. Assertion (A): Shannon-Weaver model of communication is not linear.  
 Reason (R): The model stressed the importance of encoding and decoding messages.
- 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
23. The main light on the subject, providing most of the illumination and contrast is ---- light.  
 A) Key                      B) Primary                      C) Fill                      D) Imp
24. Light meter is also known as:  
 A) Light detector                      B) Exposure meter  
 C) Ratio meter                      D) Lt meter

25. Match List I with List II
- | List I              | List II   |
|---------------------|---|
| a. Cartograms       | 1. Correlation  |
| b. Histograms       | 2. Representation by maps                             |
| c. Ogives           | 3. Graphical representation of Frequency distribution |
| d. Scatter diagrams | 4. Cumulative curves                                  |
- A) a-3, b-4, c-1, d-2                      B) a-4, b-1, c-3, d-2  
 C) a-1, b-2, c-4, d-3                      D) a-2, b-3, c-4, d-1
26. Which among the following is a Type I error in Statistical Inference?  
 A) Reject  $H_0$  when  $H_0$  is true  
 B) Accept  $H_0$  when  $H_0$  is true  
 C) Accept  $H_1$  when  $H_0$  is false  
 D) Reject  $H_1$  when  $H_0$  is false
27. The Editor of the first Malayalam newspaper:  
 A) Frederick Muller                      B) Herman Gundert  
 C) Benjamin Baily                      D) James Augustus Hickey
28. Assertion (A): Development media theory favours democratic grass-roots involvement to a certain extent.  
 Reason (R): Media should give priority to the national culture and language.
- 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
29. 'Many Voices, One World' is the report of a commission chaired by Jean Mac ride. Who was the Indian member of this commission?  
 A) Dr Mankekar                      B) Fareed Zakaria  
 C) B. G. Vargheese                      D) T. J. S. George
30. CNN was founded by:  
 A) Rupert Murdoch                      B) Ted Turner  
 C) Melvin Mencher                      D) Silvio Berlusconi
31. The three Malayalam feature films sent by India as its official entries for the Best Foreign Language Film category at the Academy Awards?  
 A) *Vaastuhara*, *Amma Ariyan* and *Jallikkettu*  
 B) *Nirmalyam*, *Utharayanam* and *Elipathayam*  
 C) *Elipathayam*, *Chemmeen* and *Guru*  
 D) *Guru*, *Aadaminte Makan Abu* and *Jallikkettu*



41. Maria Angelita Ressa and Dmitry Muratov both journalists, shared the:  
 A) Pulitzer Prize for Journalism  
 B) Booker Prize for literature  
 C) Magsasay Prize for Social work  
 D) Nobel Peace Prize
42. Palki Sharma Upadhyay is an anchor person in:  
 A) WION  
 B) First Post Vantage  
 C) Mojo  
 D) Aaj Tak
43. Who among the following won the George Polk award for TV news reporting on the take over of Kabul by Taliban?  
 A) Barkha Dutt  
 B) Nidhi Razdan  
 C) Dhanya Rajendran  
 D) Anita Pratap
44. Chat GPT is developed and introduced in November 2022 by:  
 A) Open AI  
 B) Amazon  
 C) NICNET  
 D) IBS
45. The headquarters of the National Centre of Films for Children and Young people is located at:  
 A) Kolkata  
 B) Mumbai  
 C) Chennai  
 D) Pune
46. The Chairperson and Editorial Director of a big media company in India, Chancellor of a School of Management, former nominated member of the Rajya Sabha and a Padmashri Awardee. Who is this lady?  
 A) Sandhya Iyengar  
 B) Ruchira Gupta  
 C) Shobhana Bhartia  
 D) Niharika Jain
47. The American journalists who became the first married couple ever to win Pulitzer Prize for Journalism:  
 A) Seymour Hersh and Shereen Bhan  
 B) Nicholas Donabet Kristof and Sheryl Wu Dunn  
 C) Anderson Cooper and Joan Didion  
 D) Tom Brokaw and Christianne Amanpour
48. State whether the statements are true or false:  
 Statement 1: Media cannot set any agenda for the nation.  
 Statement 2: Media audience selects the content of their choice.
- A) Both 1 & 2 are true  
 B) Both 1 & 2 are false  
 C) 1 is true, and 2 is false  
 D) 1 is false, and 2 is true
49. A process by which a person is filmed in front of a blank screen, onto which is then added still or moving pictures, often to make it appear they are at the scene:  
 A) Chroma key  
 B) Churn screen  
 C) Blank screen  
 D) Add screen

50. A movement from one audio or video source to another, by fading down the first while fading up the second is known as:  
A) Cross head B) Cross fade C) Cross video D) Down-up
51. A social marketing campaign launched by *Times of India*:  
A) Discover India B) Teach India  
C) Your Best Shot D) Mall At ACLIQ
52. William Randolph Hearst's life is portrayed in a classical fiction film by Orson Welles. Who is the hero in the movie?  
A) Joseph Cotton B) George Colouris  
C) Charles Foster Kane D) Roy Collins Kane
53. What is Team Jorge?  
A) A French non-profit organisation which is engaged in detecting online fake news  
B) An Israeli fake group engaged in conducting fake social media campaigns  
C) A team under Reporters without Borders engaged in writing stories on human rights violations  
D) A spy software
54. Author of *Gujarat files: Anatomy of a Cover-up*:  
A) Josey Joseph B) Paramjoy Thakurtha  
C) Rana Ayyub D) Arundhati Roy
55. State whether the statements are true or false:  
Statement 1: Article 19 of the Indian Constitution deals with freedom subject to reasonable restrictions.  
Statement 2: The fundamental rights provided by the Indian Constitution are not absolute.  
A) Both 1 & 2 are true B) Both 1 & 2 are false  
C) 1 is true, and 2 is false D) 1 is false, and 2 is true
56. A constant background noise or chatter that drowns out other sounds or conversation is known as---- noise.  
A) Black B) Red C) White D) Blue
57. The French sociologist and criminologist who devoted a large part of his work to the laws of imitation and invention:  
A) Emile Darkheim B) Jean Cesare  
C) Gustave Le Bon D) Gabriel Tarde





67. Extemporaneous performance without a script in radio/TV:  
 A) Chit Chat B) Ad-libbing C) Lee-breaker D) Alerter
68. What is the expanded form of WION the multinational English language channel head quartered in New Delhi?  
 A) World Independent Online News  
 B) World Information Online News  
 C) World Is One News  
 D) Wide India Online News
69. A book by Thomas Loren Friedman, deals with globalisation process in India and China?  
 A) Thank You for Being Late  
 B) The Lexus and Olive Tree  
 C) That Used to Be Us  
 D) The World is Flat
70. A senior photographer for Reuters, He has been part of two Pulitzer Prize-winning packages for photography, including the Rohingya exodus in 2018 and the Hong Kong Protests in 2020. Again in 2022 he won Pulitzer Prize for Feature Photography with three others. Who is this photo journalist?  
 A) Adnan Abidi B) Sanna Irshad Mattoo  
 C) Danish Siddiqui D) Amit Dave
71. Motto of Akashvani is:  
 A) Satyam, Shivam, Sundaram  
 B) Bahujan Hitaya, Bahujan Sukhaya  
 C) Bahujan Hitaya Aur Sukhaya  
 D) Free and Fair
72. World Radio Day falls on:  
 A) 29 January B) 10 December  
 C) 21 November D) 13 February
73. A 22-minute silent film, *Shree Pundalik* was made by Dadasaheb Ramachandra Gopal Torne, N. G. Chitre and P. R. Tipnis in ---- before Dadasaheb Phalke's *Raja Harichandra* was made.  
 A) 1920 B) 1912 C) 1913 D) 1905
74. Founder of Malayalam newspaper 'Swadeshbhimani':  
 A) Ramakrishna Pillai B) Vakkom Abdul Khader Moulavi  
 C) Mani Kathanar D) K P Kesava Menon



84. Assertion (A): Today, the media focuses more on entertainment than information and education.  
Reason (R): They aim at massive audience consisting of common denominators who have low level tastes and preferences.
- 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
85. Identify the true statement:  
A) Semantics is a technique of forming new words and phrases  
B) The National Herald once belonged to TOI group  
C) CNN is California Network of News  
D) A faulty telephone line is a barrier to communication
86. The journalism website Peoples Archive of Rural India (PARI) reporting the stories of Rural Indians was set up by:  
A) Arundhathi Roy                      B) Ela Bhatt  
C) Neha Juneja                          D) P Sainath
87. Match List I with List II:
- |                             |  |
|-----------------------------|--|
| List I                      | List II  |
| a. Mean                     | 1. Relative measure of dispersion                  |
| b. Median                   | 2. Absolute measure of dispersion                  |
| c. Coefficient of variation | 3. Average based on all the observations           |
| d. Range                    | 4. Average which is not affected by extreme values |
- A) a-4, b-3, c-2, d-1                      B) a-3, b-4, c-1, d-2  
C) a-4, b-2, c-3, d-1                      D) a-3, b-2, c-4, d-1
88. A lens suitable for taking photographs usually close to the subject is:  
A) Micro lens                              B) Macro lens  
C) Close lens                                D) None of the above
89. The four 'P's of Marketing are:  
A) Product, Place, Price and Promotion  
B) Product, Person, Place and Price  
C) Product, Promotion, Price and Publicity  
D) Product, Price, Place and People
90. Who among the following referred media as the 'Ideological state apparatus':  
A) Louis Althusser                      B) Noam Chomsky  
C) Antonio Gramsci                      D) Charles de Gaulle



99. A rating of the light sensitivity of the digital camera's sensor is:  
 A) ISO                      B) JPEG                      C) MPEG                      D) ISI
100. Identify the correct statement/s:  
 Statement 1: Uses and gratification theory focus on the media content, not people  
 Statement 2: Uses and gratification theory follows the audience-centred approach
- A) Both 1 & 2                      B) Neither 1 nor 2  
 C) 1 only                      D) 2 only
101. The first press commission was formed under the chairmanship of:  
 A) Justice Chandra Mauli                      B) Justice Markandeya Katju  
 C) Justice Rajadhyaksha                      D) Justice Ashok Misra
102. Sandra Ball-Rokeach and Melvin De Fleur proposed:  
 A) Dependency model of mass media effects  
 B) Agenda setting  
 C) Two-step flow  
 D) Multi-model
103. The Right to Information Act came into force in India during the Prime ministership of:  
 A) P V Narasimha Rao                      B) A B Vajpayee  
 C) Manmohan Singh                      D) Rajeev Gandhi
104. Inductive reasoning is:  
 A) General to particular                      B) Particular to general  
 C) Specific to narrow                      D) None of the above
105. Reflexive thematic analysis is proposed by:  
 A) Braun and Clarke                      B) Aristotle  
 C) Saussure and Braun                      D) Saussure and Clarke
106. Propp's functions of narrative analysis follows----- analysis.  
 A) Syntagmatic                      B) Paradigmatic  
 C) Non-linear                      D) Content
107. Press Run is:  
 A) Total number of copies printed  
 B) Total number of copies distributed  
 C) Total number of copies remaining to print  
 D) None of the above



115. Assertion (A): Interactivity is one of the key features of new media.  
Reason (R): The term "new media" refers to digital and multimedia communication techniques.
- 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
116. The internet edition was first started by the Malayalam newspaper:  
A) *Deepika* B) *Mathrubhumi*  
C) *Malayala Manorama* D) *Keralakaumudi*
117. Match List I with List II
- | List I              | List II           |
|---------------------|-------------------|
| a. Pavel Durov      | 1. Free Software  |
| b. Elon Musk        | 2. World Wide Web |
| c. Richard Stallman | 3. Telegram       |
| d. Tim Berners Lee  | 4. Twitter        |
- A) a-3, b-4, c-2, d-1 B) a-2, b-4, c-1, d-3  
C) a-3, b-2, c-1, d-4 D) a-3, b-4, c-1, d-2
118. Grapevine communication is ----- communication.  
A) Formal B) Informal C) Horizontal D) Vertical
119. The Best Actress Award (Lead role) in Oscar Awards 2023 was won by:  
A) Michelle Yeoh B) Cate Blanchett  
C) Ana De Armas D) Michelle Williams
120. The section of the Official Secrets Act (1923) which prescribes punishment for unauthorized communication of any secret:  
A) Section 3 B) Section 5 C) Section 7 D) Section 9
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