



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)1965B)1975C)1985D)1995							
3.	The Newspaper Development Commission was one of the recommendations by press commission.A)FirstB)SecondC)ThirdD)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)AdvertisingB)ReportingC)Public relationsD)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 lags 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)26B)25C)24D)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 C A)	opy Right A 1954	Act came B)	into for 1955	ce on:	C)	1956	D)	1957	
17.	WCC A) B) C) D)	 Women Collective in Cinema Women Consortium in Cinema 								
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) B) C) D)		d R are tr out R is fa	ue, but alse			ect explanati orrect expla		Â	
19.	Battle A) C)	ship Potem Sergey M. Vladimir H	Eisenste		l by: B) D)		andr Antono riy Aleksano			
20.	Repor A)	ters withou India	t Borders B)	is head France	-	red in: C)	Japan	D)	Italy	
21.	The fa A) C)	mous photo Diane Arb Kevin Car	us	Гhe Afg	(han gi B) D)	Grego	by: ory Colbert 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 m is	-	the subj	ect, pro	viding	most o	f the illumin	nation an	d contrast	
	A)	Key	B)	Prima	ry	C)	Fill	D)	Imp	
24.	Light A) C)	meter is als Light dete Ratio mete	ctor	as:	B) D)	Expos Lt me	sure meter ter			

25. Match List I with List II

C)

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					

a-2, b-3, c-4, d-1

26. Which among the following is a Type I error in Statistical Inference?

D)

A) Reject H_0 when H_0 is true

a-1, b-2, c-4, d-3

- 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 MankekarB) G. VargheeseB) T. J. S. George

30. CNN was founded by:

- A) Rupert Murdock B) Ted Turner
 - C) Melvin Mencher D) Silvio Burlusconi
- 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) Vaasthuhara, Amma Ariyan and Jallikkettu
 - B) Nirmalyam, Utharayanam and Elipathayam
 - C) *Elipathayam, Chemmeen* and *Guru*
 - D) Guru, Aadaminte Makan Abu and Jallikkettu

32. The radio station in Kerala located in Palakkad district:

- A) Ente Radio B) Ahalia Voice
- C) Radio Mcfast D) Janavani FM

33. The first radio station in Kerala:

- A) Travancore Radio B) Chithira Tirunal Radio
- C) Akashavani D) Royal Radio

34. Even after the introduction of sound films Charlie Chaplin was reluctant to include dialogue in his films. His voice was first heard in the film:

- A) The Great Father B) City Lights
- C) Modern Times D) The Kid
- 35. What is Hindenburg Research?
 - A) A media research group
 - B) A false new detector firm
 - C) An investment research firm
 - D) A data journalism site

36. The first Malayalam film produced with crowd funding:

- A) Swayamvaram B) Peruvazhiyambalam
- C) Aarkkariyam D) Amma Ariyan

37. The bilingual journal from Kerala which has been listed in the Consortium for Academic Research and Ethics of the UGC:

- A) Drishyathalam B) Cinemaya
- C) Deep Focus D) Chalachithra Sameeksha
- 38. The 'Spirit of Cinema' award at the 27th IFFK 2023 was won by:
 - A) Mahnaz Mohammadi B) Mahsa Amini
 - C) Athina Rachad Tsangaria D) Rakshan Bani Etemad
- 39. The film based on World War II directed by Steven Spielberg:
 - A) Hiroshima My Love
 - B) Schindler's List
 - C) The Bridge on River Kwai
 - D) The Great Dictator

40. Who among the following is the Editor of *The Hindu*:

- A) Sriram Srinivasan B) Malini Parthasarathy
- C) Narasimhan Ravi D) Suresh Nambath

- 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 IyengarB)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

58. The passage of an idea through stages of adoption by different actors like innovators, early adopters, early majority, late majority and laggards was theorised by:

- A) Robert Kelly B) E. M. Rogers
- C) Shirley White D) Gabriel Tarde
- 59. Along with the status conferral function and the reaffirmation of social norms function researchers Paul F. Lazarsfeld and Robert K. Merton spotted a third social significance of mass media in 1946, ----, making the masses of population politically inert.
 - A) a narcotizing effect B) a framing effect
 - C) a positioning effect D) an attitudinal effect
- 60. The two-step flow of communication model was based on a 1940's study of voters in:
 - A) Decatur, Illinois B) New York
 - C) Washington DC D) Erie County, Ohio
- 61. Active audience theory is formulated in a book *Encoding and Decoding in the Television Discourse* (1973) by:
 - A) Jenny Kitzinger B) Stuart Hall
 - C) Katz and Lazarsfeld D) Patrick Parsons
- 62. Gutter is:
 - A) The margin between facing pages where the fold lies
 - B) Any information beneath the bottom line
 - C) Any information over the main headline
 - D) Type of banner headline
- 63. Any typographical devise used for ornamentation:A) Pica B) Blurb C) Slug D) Dingbat
- 64. In an EFP, 180° rule states that cameras should be places in one side of the ---- in order to ensure consistency in looks and reactions.
 - A) Action axis B) Video perspective
 - C) Reverse action D) 180 shift
- A one-time episode of a proposed series, usually in extended form, to gauge audience reaction:
 A) One times
 B) Prome
 C) Pilot
 D) Playlist
 - A) One-timer B) Promo C) Pilot D) Playlist
- 66. A separate soundtrack for a recorded comedy show containing the sound of audience laughter artificially is ---- laughter.
 - A) Canned B) Artificial C) Audience D) Applause

67. Extemporaneous performance without a script in radio/TV:

A)	Chit Chat	B)	Ad-libbing	C)	Lee-breaker D)	Alerter
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- 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 Prizewinning 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 Akashavani 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)

C)

- 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 'Swadeshabhimani':
 - Ramakrishna Pillai B) Vakkom Abdul Khader Moulavi
 - Mani Kathanar D) K P Kesava Menon

- 75. The Malayalam film *Neelakuyil* which won the Presidents Silver Medal was based on a story by:
 - A) P Bhaskaran B) Vaikom Muhammed Basheer
 - C) Uroob D) M T Vasudevan Nair
- 76. The first Indian to get the Oscar for Lifetime Achievements in the field of Cinema in 1992:
 - A) Bimal Roy B) Raj Kapoor
 - C) Bhanu Athaiya D) Satyajit Ray
- 77. Who among the following introduced development communication as a separate course in a University?
 - A)J. V. VilanilamB)Srinivas Melkote
 - C) Nora C. Quebral D) Wilbur Schramm
- 78. The Jhabua Development Communication Project is located at:
 - A) Uttar Pradesh B) Madhya Pradesh
 - C) Odisha D) West Bengal
- 79. The rural communication project which won the UNESCO Prize for rural communication in 1984:
 - A) Chipko movement
 - B) Kheda Communication Project
 - C) Jhabua Development Communication Project
 - D) SITE

80. WAN-IFRA is headquartered in:A) Frankfurt B) New York C) London D) Paris

- 81. Though poet John Milton supported freedom of speech and tolerance, he served himself as the censor for -----, the Common wealth's primary newspaper in 1650's.
 - A) Areopagatica B) Mercurius Politicus
 - C) The European D) News of the world
- 82. The theories proposed by Siebert, Peterson and Schramm in their book Four Theories of the Press (1956) were termed as ---- theories.
 - A) Cognitive and behavioural
 - B) Interactionist
 - C) Structural and functional
 - D) Normative
- 83. "They have high status and influence in the society but their number is small". This is with reference to what kind of audience?
 - A) General B) Elite C) Specialised D) Subaltern

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.								
		d R is the correct explanation of A t R is not the correct explanation of A							
85.	B) The National Herald onceC) CNN is California Netwo	Semantics is a technique of forming new words and phrases							
86.	The journalism website Peoples stories of Rural Indians was set uA) Arundhathi RoyC) Neha Juneja	 Archive of Rural India (PARI) reporting the up by: B) Ela Bhatt D) P Sainath 							
87.	Match List I with List II: List I a. Mean b. Median c. Coefficient of variation d. Range	 List II Relative measure of dispersion Absolute measure of dispersion Average base on all the observation Average which is not affected by extrem values 							
	A) a-4, b-3, c-2, d-1 C) a-4, b-2, c-3, d-1	B) a-3, b-4, c-1, d-2 D) a-3, b-2, c-4, d-1							
88.	A lens suitable for taking photogA) Micro lensC) Close lens	graphs usually close to the subject is: B) Macro 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 referr A) Louis Althusser	ed media as the 'Ideological state apparatus': B) Nom Chomsky							

- Louis Althusser B)
- A) C) Antonio Gramsci D) Charles de Gaulle

91.	Identify the correct statement/s: Statement 1: Human reality can't be replaced by virtual reality Statement 2: Virtual reality is not technologically driven								
	A) C)	Both 1 & 1 only	: 2		B) D)	Neith 2 only	er 1 nor 2		
92.	Case s A) C)	study is a- Qualitati Mixed m	ve method		B) D)	· ·	titative methors of the above		
93.	The p A) C)	present Information and Broa Rajeev Chandrasekhar Anurag Thakur				Smrit	ister of India hi Irani th Singh	:	
94.	•		sery bagged a (IFFI) for B)				ward at the In the year: 2019	nternatio D)	onal Film 2020
95.	List I a. Ind b. Th c. Th	n List I wi lian Opini e Pioneer e States m w India	on		List II 1. Annie Besant 2. M K Gandhi 3. George Allen 4. Robert Knight				
	A) C)	a-3, b-2, a-2, b-3,			B) D)		-4, c-3, d-2 -1, c-2, d-3		
96.	Assertion (A): According to George Gerbner, 'medium viewers are more vulnerable to the mean world syndrome'.Reason (R): The "mean world syndrome" creates cognitive biases in people's thoughts.								
	 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 							f A	
97.	Bob Woodward and Carl Bernste A) Watergate scandal C) Iran-Contra Affair				in expo B) D)	Teapo	ot Dome Scar eep scandal	ndal	
98.	The F A) C)	rench New Oscar W Jean-Luc		n move	ment w B) D)	Charl	neered by: ie Chaplin Kurasova		

99.		g of the light SO		y of the dig PEG	gital ca C)	mera's sensor MPEG	is: 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 									
	/	Both 1 & 2 only		B) D)	Neith 2 onl	er 1 nor 2 y				
101.	A) J	t press comr ustice Chane ustice Rajad	dra Mauli		Justic	he chairmansl e Markandeya e Ashok Misr	a Katju			
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.	ministe A) F	ght to Inform ership of: P V Narasim Manmohan S	ha Rao	came into B) D)	ABV	n India during Vajpayee v Gandhi	g the Pri	ime		
104.	A) (ve reasoning General to pa Specific to na	articular	B) D)		cular to genera of the above	ıl			
105.	A) E	ve thematic a Braun and Cl Saussure and	larke	proposed B) D)	Aristo	otle ure and Clark	æ			
106.	A) S	functions of Syntagmatic Non-linear	f narrative	e analysis f B) D)		analysis. igmatic ent				
107.										

108.	Assertion (A):		CSR helps to improve and promote a positive image for a company.					
	Reaso	on (R) :	A company's goo	odwill o	depends on CSR activities			
	A) B) C) D)	Both A a A is true			ne correct explanation of A of the correct explanation of A			
109.	The n A) C)	nale gaze Judith B Jane Gai		ed by: B) D)	Laura Mulvey Elizabeth Cowie			
110.	Asser	tion (A) :	Development procommunication.	jects ca	an benefit from strategic			
	Reaso	on (R):	Strategic commu		n is integrated into development levelopment communication.			
	A) B) C) D)	Both A a A is true			ne correct explanation of A ot the correct explanation of A			
111.	A boo A) B) C) D)	ok written by Edward L. Bernays: Development communication: A new perspective Introduction to Public relations Crystalizing Public Opinion Introduction to Mass Media Research						
112.	A)		rs to: f the reporter f headline	B) D)	Name of the photographer Mast head of the news paper			
113.	Scoop A) C)	o is a/an exclusiv editorial	e story	B) D)	sports news morgue			
114.	Devel A) C)	1	McLuhan	Democra B) D)	atic participant theory was proposed by Daniel Lerner Leon Festinger			

 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 W					/ide Web				
	c. Ri	chard Stallma	n	3. 7	3. Telegram					
	d. Ti	m Berners Le	e	4. 7	4. Twitter					
	A)	a-3, b-4, c-2	, d-1	B)	a-2, t	o-4, c-1, d-3				
	C)	a-3, b-2, c-1	, d-4	D)	a-3, t	o-4, c-1, d-2				
118.	Grapevine communication is communication.									
	A)	Formal	B)	Informal		Horizontal	D)	Vertical		
119.	The H	The Best Actress Award (Lead role) in Oscar Awards 2023 was won by:								
	A)	Michelle Ye	oh	B)	Cate Blanchett					
	C)	Ana De Arn	nas	D)	Mich	Michelle Williams				
120.			tion of the Official Secrets Act (1923) which prescribes punishment for rized communication of any secret:							
	A)	Section 3		•		Section 7	D)	Section 9		