

1. The writ used to challenge the illegal detention of a person in India:  
A) Mandamus                      B) Habeas Corpus  
C) Certiorari                      D) Quo Warranto
2. The Right to Information Act (RTI) in India allows citizens to request information from:  
A) Private companies only  
B) Government departments only  
C) Non-profit organizations only  
D) All of the above
3. The SITE programme utilized a specific satellite for broadcasting educational content. Which of the following satellites was used for this project?  
A) INSAT-1B    B) Aryabhata    C) ATS - 6    D) APPLE
4. Prasar Bharati, India's public broadcaster, is an autonomous body. Which among the following is **not** a constituent organization under Prasar Bharati?  
A) Akashvani (AIR News)    B) Press Trust of India (PTI)  
C) All India Radio (AIR)    D) Doordarshan (DD National)
5. Assertion (A): The structuralist impact of advertising is drawn from critical political theories.  
Reason (R): The new business practices and market research approaches have their own role to play in this regard.  
  
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
6. The Italian New Wave of the 1950s and 1960s challenged traditional filmmaking styles. What is **not** a characteristic theme explored by many Italian New Wave directors?  
A) Social realism depicting the struggles of everyday people  
B) Exploration of sexuality and alienation  
C) Grandiose historical epics  
D) Experimentation with film form and narrative structure
7. The Best Director award at the Oscars 2024 was won by:  
A) Christopher Nolan              B) Steven Spielberg  
C) Chloe Zhao                      D) Martin Scorsese

8. The camera angle often used to create a sense of vulnerability or powerlessness in a character:  
A) High angle  
B) Low angle  
C) Dutch angle  
D) Overhead angle
9. The controversial film *The Kerala Story* was directed by:  
A) Senna Hegde  
B) Vipul Amrutlal Shah  
C) Sudipto Sen  
D) Shefali Shah
10. The idea that messages flow from mass media to opinion leaders, and from them to a wider population is known as:  
A) micro–macro communication  
B) two–step flow theory  
C) peer–to–peer communication  
D) multi–step theory
11. Assertion (A): The PR exercises seldom save a company in crisis.  
Reason (R) : Public Relations exercises are dubious in nature.  
A) Both (A) and (R) are true, and (R) is the correct explanation of (A)  
B) Both (A) and (R) are false  
C) (A) is true, but (R) is false  
D) (A) is false, but (R) is true
12. Ramnath Goenka is the founder of:  
A) *Indian Express*  
B) *Deccan Chronicle*  
C) *The Hindu*  
D) *New Age*
13. Mahatma Gandhi published the weekly magazine ---- in English from 1919 to 1931.  
A) Harijan  
B) Swaraj  
C) Young India  
D) Indian Voice
14. Which among the following Malayalam newspapers was the first to publish as a daily newspaper?  
A) *Rajyasamacharam*  
B) *Kerala Patrika*  
C) *Malayala Manorama*  
D) *Swadeshabhimani*
15. Kerala Kaumudi was started in 1911 in :  
A) Kozhikodu  
B) Neyyattinkara  
C) Alappuzha  
D) Mayyanadu
16. *Mann Ki Baat*, a monthly radio programme of Prime Minister Narendra Modi in Akashvani was started on:  
A) 1 October 2015  
B) 3 October 2014  
C) 1 January 2016  
D) 17 September 2014

17. Kesari Memorial Journalist Trust is situated in:  
 A) Kottayam B) Kollam  
 C) Kodungalloor D) Thiruvananthapuram
18. The Press Institute of India (established in 1963) and the Research Institute for Newspaper Development (established in 1979) were amalgamated to form PII-RIND in:  
 A) April 1990 B) January 2000  
 C) April 1980 D) January 2015
19. Assertion (A): For many people, corporate communication is a necessary evil in an era of globalisation.  
 Reason (R): Public relations, as a tool of advertising, will have to make exaggerated claims and distort facts for a favourable image creation.
- A) Both (A) and (R) are true, and (R) is the correct explanation of (A)  
 B) Both (A) and (R) are false  
 C) (A) is true, but (R) is false  
 D) (A) is false, but (R) is true
20. Two journalists who were awarded Nobel Prize for Peace in 2021:  
 A) Carl Von Ossietzky & Norman Angell  
 B) Ernesto Teodoro Moneta & Elie Ducommun  
 C) Maria Ressa & Dmitry Muratov  
 D) Tawakkol Karman & Alfred Hermann Fried
21. The Spirit of Freedom Award at the IFFK 2024 was won by:  
 A) Celine Song B) Da Vine Joy Randolph  
 C) Wanuri Kahiu D) Jeffry Wright
22. “Kakadrushty” is a pocket cartoon in:  
 A) *Malayalam Manorama* B) *Deshabhimani*  
 C) *Kerala Kaumudi* D) *Mathrubhumi*
23. IFFI is held every year in:  
 A) New Delhi B) Kolkata  
 C) Goa D) Thiruvananthapuram
24. The union government service personnel who publish/broadcast news and information belong to:  
 A) PIB B) DAVP C) IIS D) CIS
25. Author of *Public Opinion and International Relations*:  
 A) Ivy Ledbetter Lee B) Edward Bernays  
 C) Walter Lippman D) Joshua D. Kertzer

26. A subject area or geographic area assigned to a reporter to monitor and report events happening there to his/her newspaper:
- A) News Monitoring Unit      B) Beat  
C) Area monitoring              D) News Alert
27. Which is the first talkie film in India?
- A) Sant Tukaram                  B) Pundalik  
C) Raja Harishchandra        D) Alam Ara
28. K-FON is:
- A) Kerala Fibre Optic Network  
B) Kerala's Futuristic Online Network  
C) Kerala's Fast Online Network  
D) Kerala Film and Online News
29. Assertion (A): PR is more an attitude than a technique.  
Reason (R): As it is an external evidence of managing international 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
30. An example of an academic journal in the field of journalism:
- A) People Magazine              B) The New York Times  
C) Journalism Studies            D) Time Magazine
31. The model of communication created in 1948 which emphasizes the linear flow of information from sender to receiver:
- A) Transactional Model        B) Shannon-Weaver Model  
C) Two-Step Flow Model        D) Spiral of Silence Model
32. The book challenging Western assumptions about adolescence and sexuality by examining a Pacific Island society's cultural practices authored by Margaret Mead in 1928:
- A) The Interpretation of Cultures  
B) Coming of Age in Samoa  
C) Culture and Personality  
D) Myth, Symbol, and Culture
33. According to the magic bullet theory of communication audiences:
- A) Passively accept and adopt the media message without question  
B) Critically evaluate media messages and form their own opinions  
C) Completely ignore media messages  
D) Immediately forget media messages after exposure

34. The communication model which emphasizes the dynamic nature of communication, where both the sender and receiver simultaneously send and receive messages, with feedback playing a crucial role in the process?
- A) Linear Model                      B) Shannon-Weaver Model  
C) Transactional Model              D) Two-Step Flow Model
35. According to agenda setting theory, which of the following best describes the media's role?
- A) Shaping how the audience thinks about issues, rather than what they think about  
B) Dictating specific opinions and beliefs to the audience  
C) Providing a neutral platform for all perspectives to be heard equally  
D) Influencing which issues are considered important by the audience, regardless of their stance on those issues
36. Assertion (A): In media management, operating skill and maintenance skill are one and the same.  
Reason (R): Technological developments in both hardware and software of media production have caused changes.
- 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.
37. The primary goal of development communication is to:
- A) Entertain and engage audiences with compelling storytelling  
B) Promote products and services through advertising and marketing  
C) Facilitate social change and improve the quality of life for communities  
D) Disseminate news and information to the public
38. The dance form which originated in the state of Tamil Nadu in India and is known for its intricate footwork and expressive movements:
- A) Kathak              B) Yakshagana      C) Kuchipudi      D) Bharatanatyam
39. The satellite launched in 1981 known as India's first indigenous experimental communication satellite:
- A) APPLE              B) Telestar              C) Aryabhata      D) Rohini
40. Which communication theory examines how media of communication affects human perception, understanding, feeling and value; and how our interaction with media facilitates or impedes our chances of survival?
- A) Cultivation Theory              B) Uses and Gratifications Theory  
C) Agenda Setting Theory          D) Media Ecology Theory
41. The news agency headquartered in Paris:
- A) Reuters              B) AP                      C) AFP                      D) Xinhua

42. According to cultivation theory, which of the following best describes the long-term effects of television on viewers' perceptions?
- A) Television has no impact on viewers' perceptions
  - B) Television reinforces existing beliefs and attitudes
  - C) Television exposes viewers to diverse perspectives, leading to more open-mindedness
  - D) Television directly shapes viewers' opinions without any influence from other factors
43. The semiotic theory which emphasizes the study of signs and symbols in conveying meaning was proposed by:
- A) Marshall McLuhan
  - B) Claude Shannon
  - C) Ferdinand de Saussure
  - D) Harold Lasswell
44. Assertion (A): Indian cinema to a large extent had been influenced by Western films.  
Reason (R): Indigenization of foreign films through a formula of songs, dance and melodrama is the mainstay of Indian cinema.
- A) Both (A) and (R) are true
  - 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
45. Which of the following best describes the Johari Window in the context of public relations?
- A) It is a tool used for competitive analysis in the industry
  - B) It is a model used to understand the relationship between organizations and their stakeholders
  - C) It is a framework for understanding and improving self-awareness and interpersonal communication
  - D) It is a method for conducting market research and identifying consumer preferences
46. What does BARC stand for in the context of media measurement in India?
- A) Broadcasting Authority of Regional Channels
  - B) Bureau of Audiences and Ratings for Channels
  - C) Broadcast Audience Research Council India
  - D) Bureau for Advertising and Ratings Control
47. The organization which regulates the print media in India:
- A) Press Council of India
  - B) Telecom Regulatory Authority of India (TRAI)
  - C) Ministry of Information and Broadcasting
  - D) Advertising Standards Council of India (ASCI)

48. Imagine a scenario where a newspaper publishes an article accusing a public figure of corruption without any evidence to support the claim. The public figure decides to take legal action against the newspaper for defamation. Which of the following legal defenses could the newspaper potentially use in this situation?
- A) Truth                                      B) Privilege  
C) Fair comment                             D) Qualified privilege
49. Mahatma Gandhi is primarily known for leading India's independence movement. However, he also used journalism to further his cause. What was a key theme in Gandhi's journalistic writings?
- A) Advocating for violence against British rule  
B) Promoting social equality and justice  
C) Providing financial advice to Indian businesses  
D) Offering literary critiques of contemporary writers
50. A canted shot is also referred to as:
- A) Dangled angle                          B) Dutch angle  
C) Over shot                                 D) Clear shot
51. Assertion (A): In media research, argumentation and language help objectivise experiences.  
Reason (R): Institutionalisation of objectivity in a systematic fashion is essential to effective media research.
- A) Both (A) and (R) are true  
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
52. It helps in identifying whether a brand is timeless, reproducible, and memorable, and can be legally protected:
- A) Brand Image                              B) Corporate Identity  
C) Patent                                      D) Annual Report
53. ----- marketing determines whether a certain media combination provides the greatest reach and frequency for the product service?
- A) Neuro             B) Synergistic     C) Service             D) Ambush
54. Which of the following does **not** fall in the purview of ASCI's code of self-regulation for advertisements?
- A) Not to be used for crass promotion in monopolistic market  
B) Truthful and fair to consumers and competitors  
C) Within bounds of generally accepted standards of public decency  
D) Not to be used indiscriminately for the promotion of product hazardous to the society/individuals

55. The campaign assessment research technique which provides important feedback to the advertiser while the campaign is still in progress:
- A) Tracking studies                      B) Projective techniques  
C) Respondent diaries                      D) Direct observation
56. In research, language and argumentation are expected to objectivise:
- A) Human experiences                      B) Creativity  
C) Idealism                                      D) Institutional norms
57. Assertion (A): The relationship between power and development can be ignored while strategising media role.  
Reason (R): Power is not uni-dimensional and asymmetrical and as such it works to subordinate identified groups of people for development.
- A) Both (A) and (R) are true.  
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.
58. A distinction between administrative and critical communication research was first drawn by:
- A) Harold Lasswell                      B) Walter Lippmann  
C) Paul Lazarsfeld                      D) Elihu Katz
59. The fitness of good test of applying chi-square to find out the association between two variables demands a minimum sample of :
- A) 20                      B) 30                      C) 40                      D) 50
60. In scientific research, the concept of co-variation is explained in terms of:
- A) Difference    B) Suddenness    C) Third factor    D) Association
61. In communication research, formative evaluation includes:
- A) need assessment                      B) cost-benefit evaluation  
C) secondary evaluation                      D) meta-analysis
62. In media research, measurement systems attempt to be isomorphic to:
- A) Persuasion    B) Reality                      C) Negativism    D) Contradiction
63. ----- validity assesses the extent to which a study's findings can be generalized to other populations or settings.
- A) External                      B) Internal                      C) Construct                      D) Ecological
64. The term which describes the phenomenon where participants in a study alter their behaviour because they know they are being observed:
- A) Observer effect                      B) Sampling bias  
C) Demand characteristics                      D) Hawthorne effect



65. The International Film Festival of India (IFFI) awards prizes to outstanding films. Which of the following is **not** an award category at IFFI?
- A) Best Feature Film (International)
  - B) Best Actor (Female - Indian)
  - C) Best Documentary (Short)
  - D) Lifetime Achievement Award for an Indian Film Personality
66. Single image taken by a camera:
- A) Scene
  - B) Segment
  - C) Shot
  - D) Sequence
67. The World Association of Newspapers and News Publishers (WAN-IFRA) was founded in ---- at Frankfurt, Germany.
- A) June 1950
  - B) June 1948
  - C) January 2007
  - D) July 2011
68. The primary focus of male gaze theory is:
- A) Analyzing how men look at women in media, often objectifying them
  - B) Examining the gaze of women towards men in media representations
  - C) Exploring how people of all genders perceive each other in everyday life
  - D) Investigating the influence of media on gender stereotypes and roles
69. According to the dependency model of communication, what role does the audience play in relation to media?
- A) The audience has complete control over the media content they consume
  - B) The media shapes the attitudes and behaviors of the audience
  - C) The audience relies on the media for information and guidance
  - D) The media is dependent on the audience for its survival
70. Which of the following best describes the libertarian theory of communication?
- A) Media should serve the interests of the ruling elite.
  - B) Media should be free from government interference and censorship.
  - C) Media should promote the values of the dominant culture.
  - D) Media should actively shape public opinion towards societal goals.
71. The segmentation determined by a large number of variables like purchase occasions, benefits sought, user status, and usage rate is called:
- A) Demographic
  - B) Psychographic
  - C) Behaviouristic
  - D) Locational
72. The positivist paradigm, adopted by researchers in Mass Communication, makes a liberal use of:
- A) Descriptions
  - B) Fictional narratives
  - C) Aesthetics
  - D) Quantifications

73. He was born in Kenya and educated in UK and USA. He started his career in Hollywood as a Special Effects expert. In 1973 he set up Riverbank Studios in New Delhi and started producing films on environment protection and wild life. His films won many national and international awards, including the Wildscreen Panda Award three times. Who is this film maker?
- A) Mike Pandey                      B) Sandesh Kadur  
C) Saravana kumar                  D) Shekar Dattari
74. Press agency, public relations, and two-way asymmetric public relations, and two-way symmetric public relations are four models of public relations theory devised by:
- A) Jerry Silfwer                      B) James E. Grunig and Todd Hunt  
C) Walter Pitts                      D) J. R. Firth
75. Identify the **wrongly** matched pair:
- A) DMPU – Double Mid Page Unit  
B) CTR – Click Through Rate  
C) CPM – Cost Per Millimetre  
D) DMA – Designated Market Area
76. Double truck is:
- A) Two-page ad in the first and last pages  
B) Ad in the first and second pages of a magazine  
C) A split-screen ad on TV  
D) Two-page spread in print publication where the ad runs across the middle gutter
77. Stet means:
- A) a single image printed repeatedly  
B) a photographic technique in which inanimate objects appear to move  
C) let it stand  
D) a statistical technique
78. A technique whereby individuals rate an organisation on a number of selected attributes which is then visually represented in the form of a wheel with eight or more scaled dimensions:
- A) Cobweb method                  B) Clutter  
C) Buffering                          D) None of these
79. A form of corporate advocacy with the intension of influencing decisions made by legislators and officials in government:
- A) Line function                      B) Lobbying  
C) Macro environment              D) Campaigning
80. The attempt to manipulate the depiction of news or events in the media through artful public relations – often used with derogatory connotations:
- A) Strategic intent                  B) Stakeholder mapping  
C) Spin                                  D) Fake

81. What are the seven C's of corporate communication?  
 A) Compete, correct, co-exist, coherent, clear, concise and courteous  
 B) Clear, concise, concrete, compete, correct, co-exist and courteous  
 C) Commonality, clear, concise, concrete, compete, correct and co-exist  
 D) Clear, concise, concrete, correct, coherent, complete and courteous
82. Who is the chairperson of Digital News Publishers Association?  
 A) Puneet Gupta                      B) Mariam Mammen Mathew  
 C) Tanmay Maheswari              D) Shreyams Kumar
83. Identify the mismatch:  
 A) David Ogilvy                      – Advertising  
 B) Anime                                – Japanese animation  
 C) Share Her Journey               – Toronto International Film Festival  
 D) World Radio Day                 – 13 January
84. A demographic generation Y (born 1980s – 2000s) who have used digital technologies from an early age is generally referred to as:  
 A) Digi Gs                                B) Digital natives  
 C) Smarties                               D) Appies
85. A word or combination of characters preceded by a pound sign used in the social media to group messages on specific topic:  
 A) Hashtag      B) Plugged      C) Pinch      D) Zoom
86. What is QR code?  
 A) Query Response code      B) Quick Response code  
 C) Quantified Response code      D) Quick rating code
87. Oscar-nominated Assamese film by Rima Das:  
 A) *Bulbul can Sing*                      B) *Tora's Husband*  
 C) *Sunshine Dreamers*                 D) *Village Rockstars*
88. The early fictional programmes were called soap operas because:  
 A) The first serial and subsequently many serials were shot in an abandoned soap company premises  
 B) The first serial and subsequently many serials had bathing scenes  
 C) First serial and subsequently many serials were sponsored by a soap company, Procter and Gamble  
 D) Most of the stories promoted the use of beauty soaps
89. The process of adding location-based meta data to media such as photos, video or online maps:  
 A) Identity      B) Geotagging      C) Mapping      D) Mashup

90. Assertion (A): Emancipation from the present dominant social order is the major goal of mass media.  
Reason (R): The societies are also evolving and so also are the goals of mass media.
- A) Both (A) and (R) are true.  
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.
91. Following are the international citation styles. Which one is **not** correctly written?
- A) APA – American Psychological Association style  
B) MLA – Modern Language Association style  
C) AMA – American Medical Association style  
D) ACS – American Communication Society style
92. Indian Penal code is now known as:
- A) Bharat Penal Code                      B) Bharatiya Penal Code  
C) Bharatiya Nyay Sanhita                D) Bharat Nyay Sanhita
93. When did the Right to Information Act, 2005 came into full force?
- A) 12 October 2005                      B) 15 June 2005  
C) 12 October 2006                      D) 15 June 2006
94. BBC has transferred its newsroom publishing licence in India to----, in compliance with Government of India's FDI rules.
- A) BBC Collective Pvt. Ltd  
B) Media Collective Pvt. Ltd  
C) Collective Newsroom Pvt. Ltd  
D) STAR TV
95. Who is the Editor-in-Chief of *India Today* ?
- A) Josy Joseph                              B) Raj Chengappa  
C) Aroon Purie                              D) Dinesh Bhatia
96. The generative artificial intelligence chat bot of Google:
- A) PALM2                                      B) Gemini  
C) Magic Editor                              D) Smart
97. Author of *Madhyama Paadangalum Padanangalum*:
- A) J. V. Vilanilam                          B) Paul Manalil  
C) Puthuppally Raghavan                D) M. V. Thomas
98. *Economic and Political Weekly*, published by Sameeksha Trust is edited by:
- A) Suneethi Nayar                          B) S. Mahendra Dev  
C) Rohan D'Souza                          D) Dennis Rajakumar

99. Assertion (A): Editorial neutrality and political detachment are a great journalistic tradition.  
Reason (R): Partisan media systems result in an alliance between a section of the media and government, which is a positive result.
- A) Both (A) and (R) are true  
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
100. PEST analysis in Public Relations means:  
A) Performance, Eminence, Strategy, and Tactics analysis  
B) Publicity, Engagements, Status, and Technological analysis  
C) Political, Economic, Social and Technological analysis  
D) Political, Economic, Status, and Technological analysis
101. What is SWOT analysis?  
A) Strengths, Weaknesses, Opportunities, and Threats analysis  
B) Sustainability, Workaholics, Opportunities, and Technology analysis  
C) Status, Weaknesses, Oddities, and Threats analysis  
D) Strengths, Weaknesses, Outreach, and Threats analysis
102. The RACE concept in Public Relations practice was introduced by:  
A) Jerry Hendrix                      B) John Marston  
C) Rosser Reaves                      D) David Ogilvy
103. Expand DAGMAR, a model which was developed by Russel Colley in 1961 and later expanded by Solomon Dutka in 1995.  
A) Defining Advertising Goals for Measurable Accounting Results  
B) Define Advertising Goals to Monitor Advertising Results  
C) Defining Advertising Goals for Measurable Advertising Results  
D) Deciding Advertising Goals to Maximise Advertising Results
104. Which among the following is **not correct**?  
A) AIDA – Attention, Interest, Desire, Action  
B) ROPE – Research Objectives, Programming and Evaluation  
C) SIGA – Strategic In-game Advertising  
D) DIGA – Dynamic In-game Advertising
105. Hierarchy of Effects model was created by:  
A) Rossner Reaves and David Ogilvy  
B) Robert Lavidge and Gary A. Steiner  
C) John Marston and Todd Hunt  
D) Wilbur Schramm

106. Assertion (A): There have been fast paced shifts in media management paradigms all over the world.  
Reason (R): The emergence of new semiotic socio-political order has affected the media economics to a large extent.
- A) Both (A) and (R) are true  
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
107. ACCA formula in advertising is:  
A) Awareness, Comprehension, Conviction & Action  
B) Appeals, Comparison, Conviction & Action  
C) Awareness, Comparison, Contacts & Action  
D) Appeals, Comprehension, Contacts & Action
108. Which of the following theories is proposed by Osgood and Tannenbaum?  
A) Consumer Learning Theory  
B) Elaboration Likelihood Model  
C) Schema Theory  
D) Congruity Theory
109. He is an internationally renowned author and reporter who had won three Pulitzer Prizes. His book, *World is Flat*, refers the IT industry in Hyderabad. His recent book, *Thank You for Being Late*, discusses the climate change issues. Who is the author?  
A) Michael J. Sandal                      B) Norman J. Omstein  
C) Thomas L. Friedman                  D) Marc Trestman
110. The newspaper owned by Bennet & Coleman:  
A) *Dainik Samachar*                      B) *The Telegraph*  
C) *Deccan Herald*                        D) *Times of India*
111. A ---- focus is the filmmaking technique of changing the focus of the lens during a continuous shoot.  
A) Zoom                      B) Rack                      C) Dollying                      D) Zoomout
112. The word cybernetics was first defined by:  
A) Wilbur Schramm                      B) Norbert Wiener  
C) John von Neumann                  D) Walter Pitts
113. Media dependency theory was formulated in 1976 by:  
A) Sandra Ball-RoKeach and Melvin DeFluer  
B) Maxwell McCombs and Donald Shaw  
C) Ernest G. Bormann and Jurgen Habermas  
D) Jean-Marie Messier and John R. Firth

114. In 1946 Fritz Heider and Theodore Newcomb in their article “Attitudes and Cognitive Organisation” argued that when tensions arise between or inside people, they attempt to reduce these tensions through self-persuasion or trying to persuade others. This theory is known as ----- theory.  
 A) Consistency B) Humanistic C) Comfort D) Balance
115. The concept of agenda setting was formally developed by Maxwell McCombs and Donald Shaw during the 1968 presidential election in:  
 A) Groves Mill, California  
 B) Boston, Massachusetts  
 C) Chapel Hill, North Carolina  
 D) Seattle, Washington
116. Identify the **false** statement:  
 A) Shannon and Weaver were both engineers for the Bell Telephone Labs  
 B) Shannon-Weaver model of communication is also known as Linear Communication model  
 C) Wilbur Schramm argued that a person’s background, experience and knowledge are factors that impact interpretation  
 D) Osgood-Schramm model of communication says that gatekeepers control the public’s knowledge
117. The Author/s of “The Structure of Foreign News: The Presentation of the Congo, Cuba and Cyprus Crises in Four Norwegian Newspapers” the first major research article on newspapers published in 1965.  
 A) N. R. Ashby  
 B) Johan Galtung and Mari Holmbe Ruge  
 C) Bernard Berelson and G. A. Steiner  
 D) Leon Festinger
118. Interstitial ads are:  
 A) Magazine ads B) Radio ads  
 C) Internet ads D) Out-of-Home ads
119. Which among the following is **false**?  
 A) ASCI is a voluntary self regulation council registered as a not-for-profit company  
 B) ASCI was established in 1985  
 C) The department of Consumer Affairs had partnered with ASCI to address all complaints pertaining to misleading ads  
 D) The ASCI code is not appended in the advertising guideline of AIR because it is a government agency
120. The term “bleed” is associated with:  
 A) printed ad B) LED wall ad  
 C) radio ad D) social media ad