

## PU M Sc Electronic Media

### 1 of 100

150 PU\_2015\_387

Insert the missing number in the following series 4, 16, 8, 64 ? 256.



24



20



16



32

### 2 of 100

105 PU\_2015\_387

A car covers 4 successive 3km stretches at speed of 10kmph, 20kmph, 30kmph & 60kmph resp. Its average speed is:-



23kmph



24kmph



20kmph



21kmph

### 3 of 100

121 PU\_2015\_387

Name the movement that influenced 20<sup>th</sup> Century Graphic Designers:-



Cubism



Fauvism



Bauhaus



Dadaism

### 4 of 100

117 PU\_2015\_387\_New

Which of the following is not input unit device?



digitizer



plotter



scanner



camera

### 5 of 100

130 PU\_2015\_387

Where and in which year was the first film shown in India?



Novelty Theatre, Bombay 1897



Watson's Hotel, Bombay 1898



Watson's Hotel, Bombay 1896

☐ Novelty Theatre, Bombay 1896

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100 PU\_2015\_387

Choose the correct alternative that will follow the sequence 4, 9, 13, 22, 35, ?

- ☐ 63
- ☐ 75
- ☐ 57
- ☐ 70

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118 PU\_2015\_387\_New

Which is a valid statement?

- ☐ 1KB = 1024 Bytes
- ☐ 1 MB = 1000 Bytes
- ☐ 1 MB = 1024 Bytes
- ☐ 1KB = 1000 Bytes

**8 of 100**

119 PU\_2015\_387\_New

When was the world's first laptop computer introduced in the market and by whom?

- ☐ Tandy model 2000, 1985
- ☐ Epson, 1981
- ☐ Laplink travelling Software in 1982
- ☐ Hewlett- Packard

**9 of 100**

113 PU\_2015\_387\_New

Ajith sells a table at 10% profit and Ajay sells it to Anoob at 10% loss. At what price did Ajith purchase the table if Anoob paid Rs. 2178?

- ☐ 2250
- ☐ 2100
- ☐ 2150
- ☐ 2200

**10 of 100**

129 PU\_2015\_387\_New

Who built Brihadeshwara Temple?

- ☐ Raja Raja I
- ☐ Krishnadevaraya

- ☐ Rajendra Chola
- ☐ Ashok

#### 11 of 100

104 PU\_2015\_387\_New

60 litres of diesel is required to travel 600km using a 800cc engine. If the volume of the diesel required to cover a distance varies directly as the capacity of the engine, then how many litres of diesel is required to travel 800 kms using 1200 cc engine?

- ☐ 170 litres
- ☐ 90 litres
- ☐ 80 litres
- ☐ 120 litres

#### 12 of 100

103 PU\_2015\_387

The smallest 3 digit prime number is:-

- ☐ 107
- ☐ 113
- ☐ 103
- ☐ 101

#### 13 of 100

115 PU\_2015\_387\_New

Primary memory stores:-

- ☐ programs alone
- ☐ results alone
- ☐ data alone
- ☐ all of these

#### 14 of 100

128 PU\_2015\_387\_New

Who wrote 'Kumara Sambhavam'?

- ☐ Kalidas
- ☐ Kambar
- ☐ Seikkilas
- ☐ None of these

#### 15 of 100

124 PU\_2015\_387

Other than the film "Ben Hur", which film has won 11 Oscar awards?

- ☐ Ten Commandments

- ☐ Harry Potter
- ☐ Titanic
- ☐ Lord of the Rings

#### 16 of 100

101 PU\_2015\_387\_New

Let N be the greatest number that will divide 1305, 4665 and 6905, leaving the same remainder in each case. The sum of the digits in N is:-

- ☐ 8
- ☐ 4
- ☐ 6
- ☐ 5

#### 17 of 100

103 PU\_2015\_387\_New

From height of 8 mts a ball fell down and each time it bounces half the distance back. What will be the distance travelled?

- ☐ 30
- ☐ 18
- ☐ 24
- ☐ 25

#### 18 of 100

106 PU\_2015\_387\_New

When Rs.250 added to  $\frac{1}{4}^{\text{th}}$  of a given amount of money makes it smaller than  $\frac{1}{3}^{\text{rd}}$  of the given amount of money by Rs.100. What is the given amount of money?

- ☐ 360
- ☐ 4200
- ☐ 3600
- ☐ 600

#### 19 of 100

128 PU\_2015\_387

Language and Cinema is written by:-

- ☐ Sathyajith Ray
- ☐ Gilles Deleuz
- ☐ Christian Metz
- ☐ Werner Herzong

#### 20 of 100

147 PU\_2015\_387

If HOBBY is coded as IOBY and BOBBY is coded as COBY; then LOBBY is coded as:-

- ☐ MOBY
- ☐ LOBY
- ☐ OOBY
- ☐ NOBY

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112 PU\_2015\_387\_New

In a trapezoid ABCD, the diagonals intersect at E. If area of triangle ABE = 72, and area of triangle CDE = 50, then area of trapezium ABCD is:-

- ☐ 342
- ☐ 184
- ☐ 424
- ☐ 242

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149 PU\_2015\_387

If a rectangle were called a circle, a circle a point, a point a triangle and a triangle a square, the shape of a wheel is:-

- ☐ Circle
- ☐ Point
- ☐ Triangle
- ☐ Rectangle

**23 of 100**

127 PU\_2015\_387

Who is the director of 'Apu trilogy'?

- ☐ V Santaram
- ☐ Satyajit Ray
- ☐ Raj Kapoor
- ☐ Bimal Roy

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107 PU\_2015\_387

If a person walks at 14 km/hr instead of 10 km/hr, he would have walked 20 km more. What is the actual distance travelled by him?

- ☐ 70 km
- ☐ 60 km
- ☐ 80 km
- ☐ 50 km

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100 PU\_2015\_387\_New

Two numbers are in the ratio of 11:13. If the H.C.F of these numbers is 19, determine the numbers.

- ☐ 209,247
- ☐ 304,369
- ☐ 182,122
- ☐ 182,199

**26 of 100**

123 PU\_2015\_387

Telephone was invented by \_\_\_\_\_.

- ☐ Alexander Graham Bell
- ☐ Galileo
- ☐ G. Marconi
- ☐ Thomas Alva Edison

**27 of 100**

126 PU\_2015\_387

The Right to Information Act was passed in the year:-

- ☐ 2007
- ☐ 2005
- ☐ 2006
- ☐ 2004

**28 of 100**

124 PU\_2015\_387\_New

The personnel who deals with the computer and its management put together are called:-

- ☐ software
- ☐ hardware
- ☐ firmware
- ☐ human ware

**29 of 100**

141 PU\_2015\_387

In PEOPLE is coded as PLPOEE, then how is TREND coded?

- ☐ TRDNE
- ☐ DNERT
- ☐ TREDN
- ☐ TNERD

**30 of 100**

127 PU\_2015\_387\_New

Who was the founder of Chalukya dynasty?

- ☐ Kethivarman
- ☐ Pullikeshin I
- ☐ Pullikeshin II
- ☐ None of these

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122 PU\_2015\_387

Which movement asserts the "Utopian" definition: The building of future?

- ☐ Futurism
- ☐ Art Nouveau
- ☐ Bauhaus
- ☐ De Stijl

**32 of 100**

111 PU\_2015\_387\_New

A tank is filled in 5 hours by three pipes A, B and C. The pipe C is twice as fast as B and B is twice as fast as A. How much time will the pipe A alone take to fill the tank?

- ☐ 20 hours
- ☐ 35 hours
- ☐ 39 hours
- ☐ 25 hours

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144 PU\_2015\_387

The letters in the first set have certain relationship. On the basis of this relationship, make the right choice for the second set: K/T: 11/20 :: J/R : ?

- ☐ 11/19
- ☐ 10/19
- ☐ 10/8
- ☐ 10/18

**34 of 100**

104 PU\_2015\_387

Fill the missing number : 4, 9, 16, 25, ?, 49.

- ☐ 32
- ☐ 38
- ☐ 36

☐ 34

**35 of 100**

101 PU\_2015\_387

Which of the following is a prime number?

☐ 9

☐ 8

☐ 2

☐ 4

**36 of 100**

105 PU\_2015\_387\_New

The sum of three numbers is 98. If the ratio of the first to second is 2:3 and that of the second to the third is 5:8, then the second number is:-

☐ 48

☐ 58

☐ 20

☐ 30

**37 of 100**

106 PU\_2015\_387

A Man travelled a distance of 61 km in 9 hours. He travelled partly on foot at 4 km/hr and partly on bicycle at 9 km/hr. What is the distance in km travelled on foot?

☐ 16

☐ 14

☐ 13

☐ 15

**38 of 100**

123 PU\_2015\_387\_New

The present ages of three persons in proportions 4:7:9. Eight years ago, the sum of their ages was 56. Find their present ages (in years).

☐ 12, 36, 49

☐ 20, 35, 45

☐ 16, 28, 36

☐ 8, 20, 28

**39 of 100**

108 PU\_2015\_387

Excluding stoppages, the speed of a bus is 54 kmph and including stoppages, it is 45 kmph. For how many minutes does the bus stop per hour?

☐ 10



- ☐ 9
- ☐ 11
- ☐ 12

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146 PU\_2015\_387

The list of population members from which the sample is chosen?

- ☐ Sampling
- ☐ Universe
- ☐ Sample size
- ☐ Sample frame

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126 PU\_2015\_387\_New

'Bharatham' was a Tamil version of Mahabharata sung by:-

- ☐ Ilango Adikal
- ☐ Tholkapiyam
- ☐ Perundevanar
- ☐ None of these

**42 of 100**

145 PU\_2015\_387

Characteristics of looking at things from one's own cultural perspective.

- ☐ Cultural perspective
- ☐ Perspective
- ☐ Attitude
- ☐ Ethnocentricity

**43 of 100**

109 PU\_2015\_387

A man complete a journey in 10 hours. He travels first half of the journey at the rate of 21 km/hr and second half at the rate of 24 km/hr. Find the total journey in km.

- ☐ 224
- ☐ 226
- ☐ 230
- ☐ 228

**44 of 100**

102 PU\_2015\_387\_New

A person covers a certain distance at 7 kmph. How many meters does he cover in 2 minutes?

- ☐ 3200m
- ☐ 2400m
- ☐ 4800m
- ☐ 1900m

**45 of 100**

122 PU\_2015\_387\_New

A man buys an article for Rs.27.50 and sells it for Rs.28.60. Find the gain percent.

- ☐ 4
- ☐ 8
- ☐ 7
- ☐ 6

**46 of 100**

116 PU\_2015\_387\_New

Which of the following are (is) considered to be video component?

- ☐ refresh rate
- ☐ resolution
- ☐ colour depth
- ☐ all of the above

**47 of 100**

125 PU\_2015\_387

A person who writes advertisements is called:-

- ☐ copywriter
- ☐ copycat
- ☐ author
- ☐ story writer

**48 of 100**

120 PU\_2015\_387\_New

An input/output device at which data enters or leaves a computer system is:-

- ☐ terminal
- ☐ key board
- ☐ plotter
- ☐ printer

**49 of 100**

114 PU\_2015\_387\_New

Normally, numbers are written with a base of 10. Binary numbers have a base of 2. If  $19257 = 3 \times 7 \times 7 \times 131$ , in what base can it be written as 10100?

- ☐ 8
- ☐ 5
- ☐ 3
- ☐ 7

#### 50 of 100

129 PU\_2015\_387

The traditional mass communication medium that has the widest reach in India is:-

- ☐ Internet
- ☐ Radio
- ☐ Print
- ☐ Television

#### 51 of 100

110 PU\_2015\_387\_New

A can do a certain work in 12 days. B is 60% more efficient than A. How many days does B alone take to do the same job?

- ☐ 4 days
- ☐  $15/2$  days
- ☐ 8 days
- ☐ 7 days

#### 52 of 100

107 PU\_2015\_387\_New

2 trees are there. One grows at  $3/5$  of the other. In 4 years total growth of the trees is 8ft. What growth will smaller tree have in 2 years?

- ☐ 1.5
- ☐ 2
- ☐ 1.3
- ☐ 1.2

#### 53 of 100

109 PU\_2015\_387\_New

If 4 numbers at random are multiplied together, the probability that the last digit in the product is 1, 3, 7 or 9 is:-

- ☐  $3/5$
- ☐  $2/5$
- ☐  $16/25$

☐  $1-(2/5)^4$

**54 of 100**

102 PU\_2015\_387

The sum of first five prime numbers is:-

☐ 25

☐ 24

☐ 28

☐ 17

**55 of 100**

121 PU\_2015\_387\_New

Which is not a computer of first generation?

☐ IBM 1401

☐ IBM360

☐ ENIAC

☐ UNIVAC

**56 of 100**

108 PU\_2015\_387\_New

A certain sum becomes 8 times itself in 3 years under compound interest, interest being compounded annually. How many years would the sum takes to become 64 times itself?

☐ 8

☐ 12

☐ 3

☐ 6

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142 PU\_2015\_387

The letters in the first set have certain relationship. On the basis of this relationship, make the right choice for the second set: AF: IK :: LQ : ?

☐ TV

☐ OR

☐ MO

☐ NP

**58 of 100**

125 PU\_2015\_387\_New

Who among the following directors are credited for developing a surrealist mise-en-scene through use of deceptively sparse naturalism?

☐ Luis Buuel

- ☐ Antonin Artaud
- ☐ Jean Cocteau
- ☐ Man Ray

**59 of 100**

148 PU\_2015\_387

If  $A = 5$ ,  $B = 6$ ,  $C = 7$ ,  $D = 8$  and so on, then what do the following numbers 17, 19, 20, 9, 8 stands for?

- ☐ Plane
- ☐ Tonga
- ☐ Moped
- ☐ Motor

**60 of 100**

143 PU\_2015\_387

If  $5472 = 9$ ,  $6342 = 6$ ,  $7584 = 6$ , then what is 9237?

- ☐ 5
- ☐ 3
- ☐ 2
- ☐ 4

**61 of 100**

228 PU\_2015\_387

"War & Peace" by Anand Patwardhan deals with subject:-

- ☐ Nuclear weapon
- ☐ Narmada
- ☐ Global warming
- ☐ Communal riots

**62 of 100**

222 PU\_2015\_387

The word documentary was coined by:-

- ☐ John Grierson
- ☐ Thomas alva Edison
- ☐ Lumiere brothers
- ☐ Robert Flaherty

**63 of 100**

165 PU\_2015\_387\_New

Section 95 of the Criminal Procedure Code permits a State Government the forfeiture of:-

- ☐ Journalistic accreditation

- ☐ Printing press
- ☐ Security deposit
- ☐ Offending publication

**64 of 100**

163 PU\_2015\_387\_New

In communication, redundancy has:-

- ☐ Balanced predictability
- ☐ Highest predictability
- ☐ Lowest predictability
- ☐ Imperfect predictability

**65 of 100**

167 PU\_2015\_387\_New

The closed systems approach is reflected in \_\_\_\_\_ public relations.

- ☐ Reflective
- ☐ Reactive
- ☐ Proactive
- ☐ Selective

**66 of 100**

235 PU\_2015\_387

Which of the following refers to that quality which distinguishes a film shot from the original object photographed?

- ☐ cinéma pur
- ☐ Impressionism
- ☐ photogénie
- ☐ visual rhythm

**67 of 100**

169 PU\_2015\_387\_New

When the frames of a TV commercial are shown to a select group of samples to get their opinion, it is called:-

- ☐ An Attitude test
- ☐ A Starch test
- ☐ A Bruzzone test
- ☐ A Persuasion test

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236 PU\_2015\_387

What is the most important function of film techniques in French Impressionist cinema?

- ☐ distorting reality
- ☐ manipulating time
- ☐ conveying character subjectivity
- ☐ social commentary

#### 69 of 100

166 PU\_2015\_387\_New

The legal doctrine of direct impact is applied in the cases involving limitation of:-

- ☐ Editorial Independence
- ☐ Taxation on Advertisements
- ☐ Personal Freedom
- ☐ Newspaper Circulation

#### 70 of 100

224 PU\_2015\_387

"Song of Ceylon" a documentary was made for a propaganda board:-

- ☐ Coffee
- ☐ Coconut
- ☐ Cardamom
- ☐ Tea

#### 71 of 100

223 PU\_2015\_387

The documentary "An Inconvenient Truth" is about:-

- ☐ Global warming
- ☐ Nuclear weapons
- ☐ Endangered species
- ☐ 9/11 incident

#### 72 of 100

168 PU\_2015\_387\_New

Discourse analysis considers all human communication as a:-

- ☐ Content
- ☐ Narrative
- ☐ Starting point
- ☐ Contemplation

#### 73 of 100

162 PU\_2015\_387\_New

Marattha' was the sister publication of:-

- ☐ Lok Satta
- ☐ Maharashtra Times
- ☐ Kesari
- ☐ Sakal

**74 of 100**

160 PU\_2015\_387\_New

The largest circulated English news magazine of India is:-

- ☐ Outlook
- ☐ India today
- ☐ The week
- ☐ The frontline

**75 of 100**

237 PU\_2015\_387

What aspect of its style is the main defining trait of German Expressionist cinema?

- ☐ Cinematography
- ☐ Mise-en-scene
- ☐ Editing
- ☐ narratison

**76 of 100**

221 PU\_2015\_387

What was Thomas Edison's first cinematic invention called?

- ☐ Bioscope
- ☐ Mutoscope
- ☐ Kinetoscope
- ☐ Black Maria

**77 of 100**

164 PU\_2015\_387\_New

The creative function of communication is important in:-

- ☐ Encoding
- ☐ Propaganda
- ☐ Feedback
- ☐ Rituals

**78 of 100**

220 PU\_2015\_387

Which early French filmmaker gained fame mainly for fantasy movies and trick films?



- ☐ Méliès
- ☐ Pathé
- ☐ Zecca
- ☐ Lumière

#### 79 of 100

161 PU\_2015\_387\_New

Indian Express was originally published from:-

- ☐ Madras
- ☐ Calcutta
- ☐ Nagpur
- ☐ Bombay

#### 80 of 100

227 PU\_2015\_387

The documentary made by Pare Lorentz "The River" deals with the river:-

- ☐ Mississippi
- ☐ Thames
- ☐ Missouri
- ☐ Ganges

#### 81 of 100

269 PU\_2015\_387

The television news writing these days includes:-

- ☐ Information
- ☐ Non-verbal
- ☐ Gender-neutral words
- ☐ Uncommon abbreviations

#### 82 of 100

267 PU\_2015\_387

Multi-tasking in journalism is due to:-

- ☐ Technology convergence
- ☐ Social integration
- ☐ Media globalisation
- ☐ Economic liberalisation

#### 83 of 100

195 PU\_2015\_387\_New

Digital media narration is:-

- ☐ dynamic
- ☐ Static
- ☐ Separate
- ☐ Limited

#### 84 of 100

193 PU\_2015\_387\_New

Composite, component, RGB are forms of:-

- ☐ Studio signals
- ☐ Audio signals
- ☐ Video signals
- ☐ Satellite signals

#### 85 of 100

194 PU\_2015\_387\_New

The broadcast style of writing demands the use of:-

- ☐ Iron words
- ☐ Golden words
- ☐ Nickel Words
- ☐ Juicy words

#### 86 of 100

199 PU\_2015\_387\_New

Semiology uses a microscopic views of texts to \_\_\_\_\_ them.

- ☐ Construct
- ☐ Expand
- ☐ Deconstruct
- ☐ Shorten

#### 87 of 100

262 PU\_2015\_387

Final Cut Pro is a software from:-

- ☐ Adobe
- ☐ Samsung
- ☐ Apple
- ☐ Microsoft

#### 88 of 100

278 PU\_2015\_387

When you apply the term denotation to a picture you?

- ☐ Change the structure of a photograph
- ☐ Change the way an image represents itself
- ☐ List all of the contents that are outside the frame
- ☐ List all of the words that the image is associated

#### 89 of 100

264 PU\_2015\_387

Ikiru was directed by:-

- ☐ Akira Kurosawa
- ☐ Robert Flaherty
- ☐ Sergei Eisenstein
- ☐ Satyajit Ray

#### 90 of 100

192 PU\_2015\_387\_New

The illegal radio stations that began broadcasting into Great Britain in 1960' s were called as:-

- ☐ Indigenous stations
- ☐ Exogenous stations
- ☐ Pirate broadcasters
- ☐ Clandestine station

#### 91 of 100

190 PU\_2015\_387\_New

Assertion (A): The Western news agencies like Reuters have shifted their focus to specialized areas of news collection.

Reason (R): Since the American news agencies are dominant, they are left with very little option.

- ☐ Both A and R are true, but R is not the correct explanation of (A).
- ☐ A is true, but R is false.
- ☐ A is false, but R is true.
- ☐ Both A and R are true.

#### 92 of 100

197 PU\_2015\_387\_New

Socially and culturally less powerful people are \_\_\_\_\_ by mass media.

- ☐ Counselling
- ☐ Supplemented
- ☐ Stereotyped
- ☐ Derecognised

#### 93 of 100

265 PU\_2015\_387

Where did advertising first take off?

- ☐ China
- ☐ Great Britain
- ☐ United States
- ☐ Japan

94 of 100

191 PU\_2015\_387\_New

Assertion (A): The global news supply has become multiagency oriented for variety and verification.

Reason (R): The increasing cost of news collection at the global level has made the task of news collection by third world news agencies difficult.

- ☐ Both A and R are true.
- ☐ A is true, but R is false.
- ☐ Both A and R are true, but R is not the correct explanation of (A).
- ☐ A is false, but R is true.

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263 PU\_2015\_387

'White balance' is a term closely related to:-

- ☐ Radio production
- ☐ Newspaper layout
- ☐ Video production
- ☐ Website design

96 of 100

198 PU\_2015\_387\_New

When media is connected with reality that type of framing becomes:-

- ☐ Critical
- ☐ Mythological
- ☐ Referential
- ☐ Analytical

97 of 100

261 PU\_2015\_387

The removal of areas of artwork or of a photograph which are not needed is called \_\_\_\_\_.

- ☐ Sizing
- ☐ Designing
- ☐ Cutting
- ☐ Cropping

**98 of 100**

277 PU\_2015\_387

In advertising, consumer reaction based tests are called:-

- ☐ Laboratory tests
- ☐ Field tests
- ☐ Simulated tests
- ☐ Experimental test

**99 of 100**

268 PU\_2015\_387

The medium that has the widest reach in India is:-

- ☐ Television
- ☐ Radio
- ☐ Print
- ☐ Internet

**100 of 100**

196 PU\_2015\_387\_New

A media Moghul, Ted Turner, started his career from:-

- ☐ Outdoor advertising
- ☐ Radio broadcasting
- ☐ Print journalism
- ☐ Television anchoring

## 387 PU M Sc Electronic Media

### 1 of 100

145 PU\_2016\_387\_E

Best of Indian cinema in 2015, 63<sup>rd</sup> National Award under the art/culture documentary awarded to:-

- ☐ RR. Srinivasan
- ☐ Swarnavel M.E
- ☐ R.P. Amudan
- ☐ Amsan Kumar

### 2 of 100

118 PU\_2016\_387\_E

SFX stands for:-

- ☐ Extreme sound
- ☐ Sound effects
- ☐ Sound for X-box
- ☐ Sound for cine

### 3 of 100

157 PU\_2016\_387\_E

Different cultures have different

- ☐ Cast inequality
- ☐ Identities and features
- ☐ Power and equations
- ☐ Class difference

### 4 of 100

187 PU\_2016\_387\_E

Who wrote the book Understanding Media?

- ☐ Claude Elwood Shannon
- ☐ Charles E. Osgood
- ☐ Marshal McLuhan
- ☐ Wilbur Schramm

### 5 of 100

104 PU\_2016\_387\_E

If the audio levels for your editing sequence are too high, then:-

- ☐ The sound will interfere with the video
- ☐ Any loud sounds will clip, and this will distort the audio output
- ☐ The background noise will be louder than the voices

- ☐ All of the above

**6 of 100**

110 PU\_2016\_387\_E

Panning is a technique used in:-

- ☐ Video camera
- ☐ Lighting
- ☐ Still camera
- ☐ Editing

**7 of 100**

149 PU\_2016\_387\_E

The practice of promoting and acculturation of a less potent society / nation by a politically powerful nation is termed as:-

- ☐ Cultural attack
- ☐ Cultural invasion
- ☐ Hollywoodisation
- ☐ Cultural imperialism

**8 of 100**

138 PU\_2016\_387\_E

The term 'Culture Industry' was coined by:-

- ☐ Derrida and Habermas
- ☐ Gramsci and Horkheimer
- ☐ Jurgen Habermas
- ☐ Adorno and Horkheimer

**9 of 100**

178 PU\_2016\_387\_E

Dyadic communication is the transfer of messages from a person:-

- ☐ to a mass audience
- ☐ to a group of persons
- ☐ to another person and vice versa
- ☐ All of them

**10 of 100**

116 PU\_2016\_387\_E

Who is the director of the Bengali film 'Pather Panchali'?

- ☐ Bimal Roy
- ☐ Raj Kapoor

- ☐ Satyajit Ray
- ☐ V Santaram

### 11 of 100

139 PU\_2016\_387\_E

The theory and practice of communication that empowers communities to visualize aspirations and discover solutions to their development and issue:-

- ☐ Participatory development communication
- ☐ Personal Communication
- ☐ Mass Communication
- ☐ Development Communication

### 12 of 100

113 PU\_2016\_387\_E

In advertising, consumer reaction based tests are called:-

- ☐ Field test
- ☐ Laboratory tests
- ☐ Experimental test
- ☐ Simulated tests

### 13 of 100

158 PU\_2016\_387\_E

Film language is 1. Editing 2. Camera movement, 3. Shot type, 4. *Mise-en-scène*

- ☐ If all are correct
- ☐ If only 1 and 2 are correct
- ☐ If only 2 and 4 are correct
- ☐ If only 3 and 4 are correct

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147 PU\_2016\_387\_E

Who among the following directors are credited for developing a surrealist mise-en-scene through use of deceptively sparse naturalism?

- ☐ Jean Cocteau
- ☐ Man Ray
- ☐ Antonin Artaud
- ☐ Luis Buñuel

### 15 of 100

109 PU\_2016\_387\_E

If your computer went missing, you could recreate your video edit with little effort, so long as you had which two of the following?



- ☐ An exported reference movie of your project on a FireWire drive
- ☐ Your captured video files on a FireWire drive
- ☐ Your render files on a FireWire drive
- ☐ The original files of the raw footage and a disc or flash drive with an EDL of your project on it

#### 16 of 100

124 PU\_2016\_387\_E

Talk-back refers to communication between:-

- ☐ two radio jockeys
- ☐ production control room and recording room
- ☐ script writer and director
- ☐ listeners and programme host in phone-in

#### 17 of 100

112 PU\_2016\_387\_E

Other than the film "Ben Hur", which film has won 11 Oscar awards?

- ☐ Titanic
- ☐ Ten Commandments
- ☐ Harry Potter
- ☐ Lord of the Rings

#### 18 of 100

184 PU\_2016\_387\_E

The relationship between media institutions and advertisers is best described as:-

- ☐ Symbiotic
- ☐ Constraining
- ☐ Relational
- ☐ Symbolic

#### 19 of 100

117 PU\_2016\_387\_E

The \_\_\_\_\_ is one of the most commonly used preproduction elements in the process of story development because it enables the producer/writer to visualize the content flow.

- ☐ storyboard
- ☐ screenplay
- ☐ production plan
- ☐ floor plan

#### 20 of 100

111 PU\_2016\_387\_E

A shot made from a camera position close to the line of sight of a actor is called:-

- ☐ Cockpit shot
- ☐ Third person shot
- ☐ First person shot
- ☐ Point-of-view shot

**21 of 100**

181 PU\_2016\_387\_E

The act of producing a message for transmission is known as:-

- ☐ Encoding
- ☐ Decoding
- ☐ Messaging
- ☐ Noise

**22 of 100**

121 PU\_2016\_387\_E

Derived from an ancient Greek mathematical principle called the 'golden mean', the \_\_\_\_\_ divides a 4:3 aspect ratio picture into three horizontal and three vertical sections.

- ☐ Aesthetic composition
- ☐ Rule of thirds
- ☐ Video frame
- ☐ Television format

**23 of 100**

185 PU\_2016\_387\_E

Convergent Media is a term related with which of the following?

- ☐ TV
- ☐ Radio
- ☐ Print
- ☐ Internet

**24 of 100**

123 PU\_2016\_387\_E

Which one of these statements is false: In zooming.....

- ☐ the camera should move closer
- ☐ the subject can be magnified
- ☐ the camera does not move
- ☐ the lens is focussed down from a long-shot to a close-up or vice versa

**25 of 100**

154 PU\_2016\_387\_E

The French word *Mise-en-scène* in filmmaking means:-

- ☐ Staging an action in indoor
- ☐ Everything that appears before the camera
- ☐ Shooting a film in outdoor
- ☐ The events in linear order sequence

26 of 100

102 PU\_2016\_387\_E

Which of the following does not have any relevance to the post-production process?

- ☐ Toddlng
- ☐ Kerning
- ☐ Rolling
- ☐ Crawling

27 of 100

108 PU\_2016\_387\_E

Which of the following doesn't perform as an Nonlinear Editing software?

- ☐ Avid's Symphony
- ☐ Apple's Final Cut Pro
- ☐ Grass Valley's Kalypso
- ☐ Adobe's Premiere

28 of 100

127 PU\_2016\_387\_E

The communication model by Shannon and Weaver is:-

- ☐ Linear
- ☐ Circular
- ☐ Modular
- ☐ Non-linear

29 of 100

114 PU\_2016\_387\_E

A person who writes advertisements is called:-

- ☐ Story writer
- ☐ Screenplay writer
- ☐ Copywriter
- ☐ Dialogue writer

30 of 100

155 PU\_2016\_387\_E

The ability of media to influence the salience of events in the public mind, shaping awareness and action:-

- ☐ Cultivation
- ☐ Agenda setting
- ☐ Media amplification
- ☐ Persuasion

**31 of 100**

183 PU\_2016\_387\_E

Author of the book The Growth of Public Opinion: In the Madras Presidency (1858 - 1909)

- ☐ Keval.J.Kumar
- ☐ Uma Narula
- ☐ B.N.Ahuja
- ☐ D. Sadasivan

**32 of 100**

115 PU\_2016\_387\_E

The famous Right to Information Act (RTI) was passed in the year:-

- ☐ 2004
- ☐ 2005
- ☐ 2007
- ☐ 2003

**33 of 100**

129 PU\_2016\_387\_E

Documentary film 'Red Ant Dream' was directed by\_\_\_\_\_.

- ☐ Rinku Kalsy
- ☐ Swarnavel
- ☐ Sanjay Kak
- ☐ Anand Patwardhan

**34 of 100**

156 PU\_2016\_387\_E

Which medium of communication can communicate with the audience at a more personal level, can inform and influence them?

- ☐ Print media
- ☐ Cinema
- ☐ Traditional folk media
- ☐ Electronic Media

**35 of 100**

182 PU\_2016\_387\_E

The 'Limited effects' model of mass communication was a counter to:-

- ☐ Circular model
- ☐ ABX model
- ☐ Diffusion model
- ☐ Hypodermic needle model

**36 of 100**

186 PU\_2016\_387\_E

Another name of Osgood model is:-

- ☐ Highly Circular Model
- ☐ Mathematical Model
- ☐ Dance Model
- ☐ SMCR Model

**37 of 100**

126 PU\_2016\_387\_E

'Salaam Bombay' and 'Monsoon Wedding' films directed by:-

- ☐ Aparna Sen
- ☐ Sai Paranjpye
- ☐ Deepa Mehta
- ☐ Mira Nair

**38 of 100**

148 PU\_2016\_387\_E

Language and Cinema is written by:-

- ☐ Sathyajith Ray
- ☐ Gilles Deleuz
- ☐ Werner Herzog
- ☐ Christian Metz

**39 of 100**

101 PU\_2016\_387\_E

Which of the following in video editing does not belong?

- ☐ Crop
- ☐ Reverse
- ☐ Strobe
- ☐ Freeze

**40 of 100**

144 PU\_2016\_387\_E

Who received the Dadasaheb Phalke Award for the year 2015?

- ☐ Adoor Gopalakrishnan
- ☐ Manoj Kumar
- ☐ Shyam Benegal
- ☐ K Balachander

**41 of 100**

159 PU\_2016\_387\_E

A complete set of designed letters in one size and face is called:-

- ☐ Type
- ☐ Font
- ☐ Logo
- ☐ Imprint

**42 of 100**

142 PU\_2016\_387\_E

Where and in which year was the first film shown in India?

- ☐ Watson's Hotel, Bombay 1898
- ☐ Watson's Hotel, Bombay 1896
- ☐ Novelty Theatre, Bombay 1897
- ☐ Novelty Theatre, Bombay 1896

**43 of 100**

140 PU\_2016\_387\_E

What does MMOG refer to?

- ☐ Massive Multiplayer Online Gaming
- ☐ Mass Multiple Online Game
- ☐ Massively Multiplayer Online Games
- ☐ Male Motivated Organised Gambling

**44 of 100**

151 PU\_2016\_387\_E

Characters which are recognizable across genres, that have few but very dominant features and characters:-

- ☐ Prototype
- ☐ Monotype
- ☐ Stereotypes
- ☐ Archetypes

**45 of 100**

153 PU\_2016\_387\_E

First printing press in India was established in:-

- ☐ American Mission Press, Bombay
- ☐ Pondicherry Mission Press
- ☐ The Tranquebor press
- ☐ Vepery SPCK Press, Madras

**46 of 100**

125 PU\_2016\_387\_E

Who is the director of the film '*Meghe Dhaka Tara*'

- ☐ Ritwik Ghatak
- ☐ Suchismita Ghatak
- ☐ Ritaban Ghatak
- ☐ Samhita Ghatak

**47 of 100**

119 PU\_2016\_387\_E

A dramatic unit composed of a single or several shots is called a \_\_\_\_\_.

- ☐ Scene
- ☐ Series
- ☐ Sequence
- ☐ Serial

**48 of 100**

105 PU\_2016\_387\_E

Video content that occurs outside the action safe region of the image:-

- ☐ Should not contain any material that is vital to the story
- ☐ Will cause interlace flicker
- ☐ Visual outside the action safe region may still be visible on many display devices
- ☐ Can be ignored, because it won't show on a television screen

**49 of 100**

106 PU\_2016\_387\_E

Audio that is going to be presented fully utilizing 5.1 Surround Sound requires:-

- ☐ 11 audio tracks
- ☐ 2 audio tracks
- ☐ 5 audio tracks
- ☐ 6 audio tracks

**50 of 100**

107 PU\_2016\_387\_E

Which of the following is not a colour space used for colour television systems?

- ☐ RGB
- ☐ Y, Cr & Cb
- ☐ Y, R-Y & B-Y
- ☐ CMYK

**51 of 100**

130 PU\_2016\_387\_E

The traditional mass communication medium that has the widest reach in India is:-

- ☐ Print
- ☐ Television
- ☐ Radio
- ☐ Internet

**52 of 100**

100 PU\_2016\_387\_E

Animation based advertisements target mostly:-

- ☐ children
- ☐ Housewives
- ☐ executives
- ☐ politicians

**53 of 100**

146 PU\_2016\_387\_E

Which film won the "Best Feature film award" in the 61<sup>st</sup> National Film Awards (India)?

- ☐ Fandry
- ☐ Shahid
- ☐ Ship of Theseus
- ☐ Bhaag Milkha Bhaag

**54 of 100**

177 PU\_2016\_387\_E

Right to Freedom of Speech and Expression comes under which article of Indian Constitution?

- ☐ Article 18
- ☐ Article 19(1)
- ☐ Article 21(a)
- ☐ Article 25



**55 of 100**

143 PU\_2016\_387\_E

An experimental film genre popular from about 1958 to 1964:-

- ☐ New Wave
- ☐ Silent
- ☐ Film Noir
- ☐ Musical

**56 of 100**

128 PU\_2016\_387\_E

Documentary film maker Leena Manimekalai Directed \_\_\_\_\_ Documentary.

- ☐ Sengadal
- ☐ Gulabi Gang
- ☐ India's Daughter
- ☐ Salaam Bombay!

**57 of 100**

120 PU\_2016\_387\_E

The space between the top of the head and the upper frame limit in photographic framing is called \_\_\_\_\_.

- ☐ Lead room
- ☐ Head room
- ☐ Frame space
- ☐ Nose room

**58 of 100**

122 PU\_2016\_387\_E

The person responsible for the look of the production set design, props, and costume supervision is called \_\_\_\_\_.

- ☐ Dress director
- ☐ Assistant director
- ☐ Art director
- ☐ Executive producer

**59 of 100**

150 PU\_2016\_387\_E

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

- ☐ Surfing
- ☐ Browsing
- ☐ Zapping

- ☐ Tracking

**60 of 100**

141 PU\_2016\_387\_E

Inability to distinguish reality from a simulation of reality in a technologically advanced society is known as:-

- ☐ Realism
- ☐ Virtual reality
- ☐ Sur-reality
- ☐ Hyper reality

**61 of 100**

245 PU\_2016\_387\_M

What is native resolution?

- ☐ the type of analogue signal that the screen will display
- ☐ the maximum number of pixels that the TV will accept from an incoming source
- ☐ the type of digital signal that the screen will display
- ☐ the number of pixels on the display

**62 of 100**

227 PU\_2016\_387\_M

Who is the present union Information and Broadcasting Minister?

- ☐ Arun Jaitley
- ☐ Ambika Soni
- ☐ Renuka Chaudhary
- ☐ Shri Manish Tewari

**63 of 100**

221 PU\_2016\_387\_M

A fruit seller had some apples. He sells 40% apples and still has 420 apples. Originally, he had:-

- ☐ 672 apples
- ☐ 600 apples
- ☐ 700 apples
- ☐ 588 apples

**64 of 100**

258 PU\_2016\_387\_M

Which of the following correctly states the location of Cold Desert of India?

- ☐ To the west of PirPanjal range
- ☐ To the north east of Karakoram range

- ☐ To the west of Aravali range
- ☐ To the south of Shiwalik range

**65 of 100**

247 PU\_2016\_387\_M

What is a disadvantage of newspaper advertising?

- ☐ The hot relationship between newspapers and their readers
- ☐ The number of young adults who read newspapers
- ☐ Newspaper readers are predisposed to consider advertisements seriously
- ☐ The level of income and education of most newspaper readers

**66 of 100**

250 PU\_2016\_387\_M

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

- ☐ Process colours
- ☐ New colours
- ☐ Fixed colours
- ☐ Computerized colour

**67 of 100**

259 PU\_2016\_387\_M

What is the term signified?

- ☐ A type of film
- ☐ A camera function
- ☐ An interpretation or representation of a sign
- ☐ The original sign, a word, image, sound etc

**68 of 100**

230 PU\_2016\_387\_M

Who is the Minister for Communications & Information Technology?

- ☐ Dayanidhi Maran
- ☐ A Raja
- ☐ Ravi Shankar Prasad
- ☐ Kapil Sibal

**69 of 100**

234 PU\_2016\_387\_M

JPEG is an acronym for:-

- ☐ Jumper Point Exchange Generator
- ☐ Joint Photographic Experts Group

- ☐ Junior Programming Expert Group
- ☐ Joint Pixel Emulator Group

**70 of 100**

223 PU\_2016\_387\_M

Billboards are used in:-

- ☐ Outdoor advertising
- ☐ Radio advertising
- ☐ TV advertising
- ☐ Indoor advertising

**71 of 100**

224 PU\_2016\_387\_M

Who invented the telephone?

- ☐ Marconi
- ☐ Galileo
- ☐ Alexander Graham Bell
- ☐ Thomas Alva Edison

**72 of 100**

232 PU\_2016\_387\_M

The term '2D' is associated with:-

- ☐ Depth of Field
- ☐ Flatness
- ☐ Horizontal and vertical planes
- ☐ Bumpiness

**73 of 100**

256 PU\_2016\_387\_M

The 'volume' of a sound wave can be adjusted by increasing the:-

- ☐ Frequency
- ☐ Wavelength
- ☐ Amplitude
- ☐ Period

**74 of 100**

241 PU\_2016\_387\_M

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

- ☐ Direction

- ☐ Content Creation
- ☐ Integrated Design
- ☐ Authoring

**75 of 100**

252 PU\_2016\_387\_M

An advertising plan with a series of messages is described as a:-

- ☐ strategy
- ☐ movement
- ☐ serial
- ☐ campaign

**76 of 100**

239 PU\_2016\_387\_M

What method of animation creates the in-between frames when you create the start and end points of the animation?

- ☐ Tweening
- ☐ Match fit
- ☐ Onion skin
- ☐ Fill ups

**77 of 100**

244 PU\_2016\_387\_M

RAM means:-

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

**78 of 100**

235 PU\_2016\_387\_M

What is the popular software used for creating 2D animation for use in web pages?

- ☐ Adobe Flash
- ☐ Autodesk Animator
- ☐ Toon Boom Studio
- ☐ Gif Animator

**79 of 100**

254 PU\_2016\_387\_M

What does Web server error message 500 mean?

- ☐ Internal error/ server configuration problems
- ☐ Access forbidden/ password protected
- ☐ Site not found
- ☐ Bad file request/ syntax error

**80 of 100**

237 PU\_2016\_387\_M

FPS stands for:-

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

**81 of 100**

288 PU\_2016\_387\_D

Desensitization, Copy Cat, Catharsis (escapism/entertainment) and modify behaviour connected to:-

- ☐ Influence of beliefs
- ☐ Effects of media and the violence
- ☐ Effects of media and awareness
- ☐ Influence of information

**82 of 100**

283 PU\_2016\_387\_D

The audience and the possible influence of media products is called:-

- ☐ Planned relationship
- ☐ Enforced relationship
- ☐ Contractual relationship
- ☐ Causal relationship

**83 of 100**

274 PU\_2016\_387\_D

Digitization is:-

- ☐ Communicating through fibre optics
- ☐ Conversion of analogue to digital
- ☐ Counting ability
- ☐ Transmission of information

**84 of 100**

268 PU\_2016\_387\_D

Which one of the following is an example of an Operating System?

- ☐ Microsoft Word
- ☐ Microsoft Windows
- ☐ Microsoft Excel
- ☐ Microsoft Access

**85 of 100**

295 PU\_2016\_387\_D

A person can get rid negative thoughts by watching them on TV is called \_\_\_\_\_.

- ☐ Positivism
- ☐ Characterization
- ☐ Catharsis
- ☐ Humanizing

**86 of 100**

260 PU\_2016\_387\_D

Which of the following statements is true?

- ☐ What is signified can have more than one meaning
- ☐ A signifier represents the thought associated with something like a yellow ribbon
- ☐ Signs are best understood as separate from a system
- ☐ What is signified cannot have more than one meaning

**87 of 100**

298 PU\_2016\_387\_D

The four properties of sound are Duration, Frequency, Amplitude and \_\_\_\_\_.

- ☐ Tamber
- ☐ Timber
- ☐ Level
- ☐ Delay

**88 of 100**

269 PU\_2016\_387\_D

Which one of the following is different from other members?

- ☐ Linux
- ☐ Google
- ☐ Mac
- ☐ Windows

**89 of 100**

300 PU\_2016\_387\_D

A microphone converts acoustic energy into \_\_\_\_\_.

- ☐ Magnetic
- ☐ Frequency
- ☐ Sound
- ☐ Electrical

**90 of 100**

276 PU\_2016\_387\_D

The correlation function of mass communication is important because \_\_\_\_\_.

- ☐ The media can help maintain social stability.
- ☐ The media can inform people.
- ☐ The media can educate people.
- ☐ The media can entertain people.

**91 of 100**

293 PU\_2016\_387\_D

The \_\_\_\_\_ theory explains the consumption of media can change your attitude.

- ☐ Comparative
- ☐ Consumption
- ☐ Conservation
- ☐ Cultivation

**92 of 100**

281 PU\_2016\_387\_D

When media \_\_\_\_\_, it is said to affect people's views about groups of people.

- ☐ Transmit
- ☐ Defuse
- ☐ Stereotype
- ☐ Hypnotise

**93 of 100**

296 PU\_2016\_387\_D

Understanding a person has about themselves:-

- ☐ Narcissistic
- ☐ Self confidence
- ☐ Self-identity
- ☐ Selfish

**94 of 100**

303 PU\_2016\_387\_D

For Sound to be transferred, it must have Receiving Device, Sound Source and a \_\_\_\_\_.



- ☐ Converter
- ☐ Microphone
- ☐ Medium
- ☐ Recorder

**95 of 100**

290 PU\_2016\_387\_D

The Users and Gratification Theory suggests that the audience:-

- ☐ Is active
- ☐ Is passive
- ☐ Is neutral
- ☐ Is obstinate

**96 of 100**

265 PU\_2016\_387\_D

In communication, a major barrier to reception of messages is:-

- ☐ audience knowledge
- ☐ audience education
- ☐ audience attitude
- ☐ audience income

**97 of 100**

286 PU\_2016\_387\_D

When you want some particular message or information through a web browser application it is called:-

- ☐ Scrutinising
- ☐ Searching
- ☐ Scanning
- ☐ Selecting

**98 of 100**

299 PU\_2016\_387\_D

Studio Microphones are a \_\_\_\_ device.

- ☐ Transducing
- ☐ transforming
- ☐ transmitting
- ☐ Transferring

**99 of 100**

304 PU\_2016\_387\_D

What does HDTV stand for?

- ☐ Hard-drive television
- ☐ High-density television
- ☐ Hyper reality television
- ☐ High-definition television

**100 of 100**

273 PU\_2016\_387\_D

Indian Institute of Mass Communication (IIMC) headquarters at:-

- ☐ Aizawl
- ☐ New Delhi
- ☐ Amravati
- ☐ Kottayam

Sr No.	MSc Electronic Media
1	Find the missing term in the series: 3, 20, 63, 144, 275,?
Alt1	354
Alt2	468
Alt3	548
Alt4	554

2	Choose word from the given options which bears the same relationship to the third word, as the first two bears: Anaemia: Blood :: Anarchy:?
Alt1	Lawlessness
Alt2	Government
Alt3	Monarchy
Alt4	Disorder

3	Teeth is related to Grit in the same way as Fist is related to.....?.....
Alt1	Blow
Alt2	Hand
Alt3	Open
Alt4	Clench

4	Select the lettered pair that has the same relationship as the original pair of words: Reproof: Scold
Alt1	Respite: Spite
Alt2	Romantic: Strong
Alt3	Salient: Prominent
Alt4	Chastise: Erring

5	Choose the alternative, which is similar to the given words: Bleat : Bray : Grunt
Alt1	Bark
Alt2	Croak
Alt3	Cry
Alt4	Scream

6	Spot the defective segment from the following:
Alt1	I wish
Alt2	I have a car
Alt3	to go shopping
Alt4	in the rain

7	Choose the meaning of the idiom/phrase from among the options given: Out of sorts
Alt1	unwell
Alt2	irrelevant
Alt3	in disorder
Alt4	out of love

8	The rowdy was at last done -----.
Alt1	over
Alt2	off
Alt3	away
Alt4	away with

9	Choose the option closest in meaning to the given word: BUCOLIC
Alt1	rustic
Alt2	utopian
Alt3	peaceful
Alt4	noisy

10	Choose the antonymous option you consider the best: CALLOW
Alt1	immature
Alt2	green
Alt3	clumsy
Alt4	veteran

11	If the seventh day of a month is three days earlier than Friday, what day will it be on the nineteenth day of the month ?
Alt1	Sunday
Alt2	Monday
Alt3	Wednesday
Alt4	Friday

12	Water is related to Ocean in the same way as Snow is related to .....
Alt1	Peaks
Alt2	Hail
Alt3	Glacier
Alt4	Mountain

13	A's father's brother's father is D. how is D related to A ?
Alt1	Father
Alt2	Grandfather
Alt3	Uncle
Alt4	Son

14	Find the odd man out:
Alt1	Squash
Alt2	football
Alt3	hockey
Alt4	Cricket

15	In a certain code language, if CRICKET is coded as 3923564, ROCKET is coded as 913564 and KETTLE is coded as 564406, then how is LITTLE coded in that language ?
Alt1	024406
Alt2	240406
Alt3	20446
Alt4	200446

16	At what angles are the hands of a clock inclined at 20 minutes past 7 ?
Alt1	80 degrees
Alt2	90 degrees
Alt3	100 degrees
Alt4	120 degrees

17	Odd one out: 2,4,6,8
Alt1	2
Alt2	4
Alt3	6
Alt4	8

18	Which is smallest:
Alt1	Quarter of 140
Alt2	Double of $4 \times 4$
Alt3	$7 \times 5$
Alt4	Half of 72

19	What is the next alphabet in the following series Z D X H V L T ?
Alt1	Q
Alt2	N
Alt3	P
Alt4	O

20	How many times is the abbreviation FB shorter than the word FACEBOOK?
Alt1	4times
Alt2	3times
Alt3	5times
Alt4	Many

21	The surveillance function of mass media means
Alt1	Information-seeking
Alt2	Interpreting
Alt3	Spying
Alt4	Suppressing

22	The national university that taught journalism before Indian Independence was located at
----	--

Alt1	Lahore
Alt2	Kolkata
Alt3	Chennai
Alt4	Jalandhar

23	David Sarnaff was the person who disseminated the news involving the mishap related to
Alt1	Chernobyl
Alt2	Titanic
Alt3	Voyager
Alt4	Boat people from Vietnam

24	'Widow' is a technical term used in
Alt1	Broadcasting
Alt2	Media management
Alt3	PR campaigns
Alt4	Text composing

25	The earlier name of AIR was
Alt1	Broadcast India
Alt2	Indian Broadcasting
Alt3	Indian State Broadcasting Service
Alt4	Broadcasting Service of India

26	Section 499 of the Indian Penal Code deals with
Alt1	Sedition
Alt2	Defamation
Alt3	Copyright
Alt4	National security

27	The first amendment to the US constitution guaranteed the freedom of
Alt1	The Judiciary
Alt2	The Press
Alt3	The individuals
Alt4	The political thinkers

28	A computer which requests for server from another computer is known as
Alt1	Seeker
Alt2	Client
Alt3	Finger
Alt4	Gopher

29	The legal case involving Romesh Thappar Vs. the State of Madras was related to the freedom of
Alt1	Newspaper title selection
Alt2	Printing
Alt3	Publishing location
Alt4	Circulation

30	The theory of Catharsis as identified in mass communication has roots in
Alt1	Modern French novels
Alt2	American television comedies
Alt3	Indian aesthetics
Alt4	Greek dramas

31	Grapevine communication is
Alt1	National
Alt2	Religious
Alt3	Authoritarian
Alt4	Organisational

32	The Paswan Committee suggested the framing of
Alt1	National Communication Policy
Alt2	Policy for freedom of information
Alt3	Law of film censorship
Alt4	Rules to control media monopoly

33	Which of the following Prime Ministers was earlier Union Minister of Information and Broacasting?
Alt1	Jawahar Lal Nehru
Alt2	V.P.Singh
Alt3	IK Gujral
Alt4	Guljari Lal Nanda

34	The bandwagon technique is used in
Alt1	Advertising
Alt2	Propaganda
Alt3	Publicity
Alt4	Event management

35	The audion tube was invented by
Alt1	Thomas Alva Edison
Alt2	Benjamin Franklin
Alt3	Michael Faraday
Alt4	Lee de Forest

36	Copyleft is a concept that opposes
Alt1	The free distribution regime
Alt2	The political intervention regime
Alt3	The proprietary regime
Alt4	The judicial regime

37	The British Broadcasting Corporation is
Alt1	Government funded
Alt2	Corporate funded
Alt3	Crowd funded
Alt4	Public funded

38	The book, 'Effects of Mass Communication' is authored by
Alt1	Wilbur Schramm
Alt2	Robert Merton
Alt3	Sydney Kraus
Alt4	Joseph T. Klapper

39	The word 'aesthetics' is derived from
Alt1	Greek
Alt2	Latin
Alt3	French
Alt4	Spanish

40	Mass line communication was developed by
Alt1	Karl Marx
Alt2	Immanuel Kant
Alt3	Jawaharlal Nehru
Alt4	Mao Zedong

41	Applied aesthetics' is used in
Alt1	The economic world
Alt2	The industrial world
Alt3	The political world
Alt4	The sports world

42	For Immanuel Kant, the aesthetic value of an object lies in
Alt1	Definitions
Alt2	The object itself
Alt3	The society
Alt4	Philosophy



43	The news agency that was in existence during the period of internal emergency between 1975 and 1977 in India was
Alt1	Press Trust of India
Alt2	United News of India
Alt3	Samachar Bharti
Alt4	Samachar

44	Who made the statement "Facts are sacred, but comment is free?"
Alt1	Joseph Pulitzer
Alt2	Henry Luce
Alt3	John Peter Zenger
Alt4	C.P.Scott

45	Media discourses produce a sense of
Alt1	Social burden
Alt2	Social convenience
Alt3	Social experience
Alt4	Social anarchy

46	Broadcasting is often described as a medium of
Alt1	Editors
Alt2	Audience
Alt3	Reporters
Alt4	Producers

47	The first FM radio station in the private sector was established in
Alt1	Chennai
Alt2	Hyderabad
Alt3	Bangalore
Alt4	Mumbai

48	Which of the following person does not worked as the Chairman of the Press council of India.
Alt1	P.B. Sawant
Alt2	Markandeya Katzu
Alt3	G.N.Ray
Alt4	D.Y. Chandrachud

49	From which date the Union Government has launched 'UJALA' scheme as LED based 'Domestic Efficient Lighting Program'.
Alt1	1st May 2015
Alt2	2nd April 2016

Alt3	3rd March 2014
Alt4	6th June 2016

50	Which technonoly transferes data using light produced by LED bulbs?
Alt1	WiFi
Alt2	LIFi
Alt3	WiFi and LiFi both
Alt4	Earthnet

51	Which of the following is not correctly matched
Alt1	Mahabodhi Temple -- Gaya
Alt2	Lake Palace ---- Jodhpur
Alt3	Gol Gumbaz ---- Bijapur
Alt4	Brihadishwara Temple - Thanjavur

52	Bhava and Rasa are the concepts related to
Alt1	Folk Art
Alt2	Economics
Alt3	Natya Shashtra
Alt4	Sculpture

53	Which of the following was famous for his contribution to agriculture sector?
Alt1	George Orwell
Alt2	George Pancham
Alt3	George Washigton
Alt4	George Washigton Carver

54	What is the aim of RUSA for achieving gross enrollment ratio by 2017?
Alt1	42%
Alt2	24%
Alt3	32%
Alt4	20%

55	What is the financial provision sanctioned by Union Government for ' Namami Gange Project' for five years ?
Alt1	Rs 20,000 Crore
Alt2	Rs 1700 Crore
Alt3	Rs 2400 Crore
Alt4	Rs 24000 Crore

56	Match the following										
	<table> <tr> <th>City</th><th>Nick Name</th></tr> <tr> <td>1. City of Temples</td><td>a. Kollam</td></tr> <tr> <td>2. City of Joy</td><td>b. Bhubaneshwar</td></tr> <tr> <td>3. Orange City</td><td>c. Kolkata</td></tr> <tr> <td>4. Cashew Capital of the world</td><td>d. Nagpur</td></tr> </table>	City	Nick Name	1. City of Temples	a. Kollam	2. City of Joy	b. Bhubaneshwar	3. Orange City	c. Kolkata	4. Cashew Capital of the world	d. Nagpur
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Alt1	1-d 2-a 3-b 4-c										
Alt2	1-c 2-d 3-b 4-a										
Alt3	1-a 2-c 3-b 4-d										
Alt4	1-b 2-c 3-d 4-a										

57	Which of the following scheme has been recently declared by Union Government for regional air connectivity?
Alt1	UDAY
Alt2	IPDS
Alt3	UDAN
Alt4	OROP

58	Which one of the following pairs is not correctly matched
Alt1	Sunderban Sanctuary - West Bengal
Alt2	Manas Sanctuary - Tripura
Alt3	Dandeli Sanctuary - Karnataka
Alt4	Bharatpur Sanctuary - Rajasthan

59	What is India's rank in Global Hunger Index 2016?
Alt1	134
Alt2	74
Alt3	97
Alt4	102

60	Due to ransomware virus term 'Bitcoins' seen in the news. Why hackers demand money through 'Bitcoins'?
Alt1	These transactions finished within few minutes.
Alt2	Because there is no mechanism to track hackers through their Bitcoin transactions.
Alt3	They get more incentives through Bitcoins.
Alt4	Bitcoins are useful for conversion in any currency.

62	Which of the following atmospheric gas is not considered in calculating the value of Air Quality Index in India? a. Carbon monoxide b. Methane c. Nitrogen dioxide d. Sulfur dioxide
Alt1	d. Sulfur dioxide
Alt2	a. Carbon monoxide
Alt3	b. Methane
Alt4	c. Nitrogen Oxide

64	If FOLDER is coded as ENKEDQ in a certain language, which word would be coded as WYGMC?
Alt1	XZHND
Alt2	YXFLB
Alt3	XZFNB
Alt4	YXFNB

65	Consider the following statements a. The European Organisation for Nuclear Research is known as CERN. b. The World Wide Web was invented at CERN. c. The Large Hydrogen Collider was built by CERN. Which of the above statements are correct?
Alt1	All a, b and c are true
Alt2	Only a and c are true
Alt3	Only a and b are true
Alt4	Only b and c are true

66	Which one thing is common among Jack Ma, Leo Messi and Shakira Mebarak?
Alt1	They founded a multinational company.
Alt2	They all live in developed countries.
Alt3	They are internationally popular artists.
Alt4	They are advocates of Sustainable Development Goals.

67	Match the following										
	<table> <tr> <th>Film</th><th>Director</th></tr> <tr> <td>1.Mother India</td><td>A. Mira Nair</td></tr> <tr> <td>2.Salam Bombay</td><td>B. Abrar Alvi</td></tr> <tr> <td>3. Lagan</td><td>C. Mehboob Khan</td></tr> <tr> <td>4.Sahab Bibi Aur Gulam</td><td>D. Ashutosh Govarikar</td></tr> </table>	Film	Director	1.Mother India	A. Mira Nair	2.Salam Bombay	B. Abrar Alvi	3. Lagan	C. Mehboob Khan	4.Sahab Bibi Aur Gulam	D. Ashutosh Govarikar
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Alt1	1-D 2-C 3-A 4-B										
Alt2	1-C 2-A 3-D 4-B										
Alt3	1-B 2-D 3-C 4-A										
Alt4	1-C 2-B 3-A 4-D										

68	Which author achieved Booker Prize for her book 'Inheritance of Loss'.
Alt1	Kiran Desai
Alt2	Arundhati Rai
Alt3	Shobha De
Alt4	Kiran Prasad

69	Arrange list of Prime Ministers of India in the chronological order.  a. Charan Singh b. H.D. Devegowda c. Chandrashekhar d. Moraraji Desai
Alt1	a-b-d-c

Alt2	a-d-b-c
Alt3	b-c-a-d
Alt4	d-a-c-b

70	Consider the following statements  a. Raja Ram Mohan Roy abolished the custom of sati. b. He founded Prarthana Samaj. Which of the above statements are correct.
Alt1	Both a and b
Alt2	Only a
Alt3	Only b
Alt4	Neither a nor b

71	A person walks a distance of 3 km towards North and then he turns to his left and walks for 2 km. He again turns left and walks for 3 km. At this point he turns to left and walks for 3 km. How many km is he from the starting point?
Alt1	1 km
Alt2	2 km
Alt3	3 km
Alt4	4 km

72	Match the following  <table> <tr> <th>Book</th><th>Author</th></tr> <tr> <td>A. Born Again on the Mountain</td><td>1. Vir Singhvi</td></tr> <tr> <td>B. Flood of Fire</td><td>2. Indu Anand</td></tr> <tr> <td>c. Mandate: Will of the People</td><td>3. Amitav Gosh</td></tr> <tr> <td>D. Akbar- The Aesthete</td><td>4. Arunima Sinha</td></tr> <tr> <td>E. India at Risk</td><td>5. Jawant Singh</td></tr> </table>	Book	Author	A. Born Again on the Mountain	1. Vir Singhvi	B. Flood of Fire	2. Indu Anand	c. Mandate: Will of the People	3. Amitav Gosh	D. Akbar- The Aesthete	4. Arunima Sinha	E. India at Risk	5. Jawant Singh
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Alt1	A-5 B-2 C-5 D-3 E-1												
Alt2	A-3 B-5 C-4 D-2 E-1												
Alt3	A-2 B-5 C-1 D-3 E-4												
Alt4	A-4 B-3 C-1 D-2 E-5												

73	Match the following										
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Alt1	A-3 B-2 C-4 D-4										
Alt2	A-3 B-4 C-2 D-1										
Alt3	A-3 B-2 C-4 D-1										
Alt4	A-1 B-4 C-2 D-3										

74	A can do a piece of work in 10 days, B can do it in 15 days. A and B both worked together for 5 days and remaining work is finished by C in two more days. If they get Rs 6000 as wages for the whole work, what will be the daily wages of A, B and C respectively?
Alt1	500, 300, 400
Alt2	400, 300, 600
Alt3	300, 150, 400
Alt4	600, 400, 500

75	The value of a machine depreciates at the rate of 10% every year.It was purchsed three years ago. If its present value is Rs.8748, what was its purchase value?
Alt1	10000
Alt2	12000
Alt3	14000
Alt4	16000

76	Rashomon Effect refers to
Alt1	Singular Interpretation of an event
Alt2	Contradictory Interpretations of an event
Alt3	Uncontradictory interpretations of multiple events
Alt4	Advertising campaign strategy

77	Transponder in a communication satellite refers to
Alt1	Transmission and Receiving Equipment
Alt2	Receiving Equipment
Alt3	Transmission Equipment
Alt4	GPS

78	66A of IT Act was struck down by
Alt1	Supreme Court of India
Alt2	High Court of Madras
Alt3	High Court of Calcutta

Alt4	High Court of Delhi
------	---------------------

79	What is the sequence in writing process
Alt1	Conceptualisation, Contextualisation, Gathering Information and Writing
Alt2	Contextualisation, Gathering Information, Conceptualisation and Writing
Alt3	Gathering Information, Conceptualisation, Writing and Contextualisation
Alt4	Writing, Conceptualisation, Contextualisation and Gathering Information

80	What is the sequence in film production process
Alt1	Conceptualisation of story, story board, production, post production
Alt2	Post production, production, conceptualisation of story, story board
Alt3	Story board, conceptualisation of story, production and pre production
Alt4	Story board, conceptualisation, pre production and and Production

81	Steve Jobs' partner in the founding of Apple company was
Alt1	Graham Wallace
Alt2	Bill Gates
Alt3	Steve Wozniak
Alt4	Tim Cook

82	Radio package is
Alt1	Package of features, interviews and effects for radio
Alt2	Package of radio instruments for sale
Alt3	Package of radio advertisements
Alt4	Package of radio subscriptions

83	"Hitchcock zoom" results in
Alt1	Change in perspective and size of the main object
Alt2	Change in perspective and no change in size of the main object
Alt3	No change in perspective and size of the main object
Alt4	No change in perspective, but change in size of the main object

84	Phatic Communication refers to
Alt1	Communication for sharing feelings
Alt2	Communication for sharing news
Alt3	Communication for sharing ideas
Alt4	Communication for sharing addresses

85	The first FM station in India was started in
Alt1	Chennai
Alt2	Mumbai
Alt3	New Delhi
Alt4	Kolkatta

86	In-camera editing was popularised by
Alt1	Alfred Hitchcock
Alt2	Satyajit Ray



Alt3	Mrinal Sen
Alt4	Adoor Gopalakrishnan

87	Visuality is
Alt1	the state of being visual
Alt2	the state of being audio visual
Alt3	the state of being visual media
Alt4	the state of being audio visual media

88	Community radio's birth in India was inspired by
Alt1	1995 Supreme Court Judgement on "Airwaves as Public Property"
Alt2	Indian communities' demand for community radio
Alt3	All India Radio's vision regarding alternative radio
Alt4	International agencies interest to promote community radio in India

89	Jump Cut was popularised by
Alt1	Steven Spielberg
Alt2	Jean Luc Godard
Alt3	Eric Rohmer
Alt4	Satyajit Ray

90	Information and Broadcasting Minister of India is
Alt1	Vasant Sathe
Alt2	Murali Manohar Joshi
Alt3	Arun Jaitley
Alt4	Venkaiah Naidu

91	Indian Broadcasting Sector's Self Regulator is
Alt1	Broadcasting Complaints Council of India
Alt2	Broadcasting Content Complaints Council of India
Alt3	Broadcasting Content Council of India
Alt4	Broadcasting Council of India

92	The other name for Sting Journalism
Alt1	Ethical Journalism
Alt2	Political Journalism
Alt3	Undercover Journalism
Alt4	Mobile Journalism

93	In India, Defamation is a
Alt1	Civil Offence
Alt2	Civil and Criminal Offence
Alt3	Criminal Offence
Alt4	Non-bailable Offence

94	Composting in video editing refers to
Alt1	Stacking two or more video/graphic layers

Alt2	Arranging two or more elements in a frame
Alt3	Arranging two or more frames in a shot
Alt4	Arranging two or more sound effects

95	Chelsea Manning, the “Wikileaks Whistleblower”
Alt1	Was released recently by US Army
Alt2	Was released recently by Russian Army
Alt3	Was released recently by Germany
Alt4	Was released recently by Norway

96	“Culture is Ordinary” was written in 1958 by Raymond Williams as
Alt1	An Essay
Alt2	A Book
Alt3	A Pamphlet
Alt4	A Report

97	The concepts of “Time biased and Space biased Media” were given by
Alt1	Marshall McLuhan
Alt2	Everett Rogers
Alt3	Harold Innis
Alt4	Manuel Castells

98	UIDAI stands for
Alt1	Unique Identification Authority of India
Alt2	United India Data Authority
Alt3	United India Data and Information
Alt4	United Information and Data Authority of IndiaDefamation

99	Thambiran Vanakam, the first book printed in India was in
Alt1	Tamil
Alt2	Telugu
Alt3	Sanskrit
Alt4	English

100	Meghe Dhaka Tara was directed by
Alt1	Ritwik Ghatak
Alt2	Satyajit Ray
Alt3	Steven Spielberg
Alt4	Akira Kurosawa

Examination: **M.Sc. Electronic Media****Section 1 - Section 1****Question No.1**

4.00

**Bookmark** ☐

Expand ATM

- ☐ Automated Timed Money
- ☐ All The Money
- ☐ Automated Teller Machine
- ☐ All Time Money

**Question No.2**

4.00

**Bookmark** ☐

CPM stands for,

- ☐ Census per minute
- ☐ Critical programme minute
- ☐ Cost per minute
- ☐ Close programme per minute

**Question No.3**

4.00

**Bookmark** ☐

The term 'visualism' was developed by,

- ☐ Jackie Stacey
- ☐ Yukihiro Yoshida
- ☐ Johannes Fabian
- ☐ John Berger

**Question No.4**

4.00

**Bookmark** ☐

Study the following information carefully and answer the question below it:

P, Q, R, S T went on a picnic. P is son of Q but Q is not the father of P. R is the son of S, who is the brother of P. T is the wife of S.

How many males are present in the group?

- ☐ 4
- ☐ 2
- ☐ 1
- ☐ 3

**Question No.5**

4.00

**Bookmark** ☐

SITE stands for,

- ☐ Server Instructional Television Experiment
- ☐ Satellite Instructional Television Experiment
- ☐ Study Instructional Television Experiment
- ☐ Service Instructional Television Experiment

**Question No.6**

4.00

**Bookmark** ☐

The study of signs and the way they work is called

- ☐ Phonemics
- ☐ Semiotics
- ☐ Kinesics
- ☐ Semantics

**Question No.7**

4.00

**Bookmark** ☐

Choose the best synonym of the italicized word.

Nobody knew that Sunil had a *sinister* design in marrying her.

- ☐ selfish
- ☐ murderous
- ☐ sinful
- ☐ evil

**Question No.8**

4.00

**Bookmark** ☐

One day, Ravi walked a distance of 75 metres towards the north. Then he turned left and walked for about 25 metres, he turned left again and walked 80 metres. Finally, he turned to the right at an angle of 45°. In which direction was he moving finally?

- ☐ North-east
- ☐ South-west
- ☐ South-east
- ☐ North-west

**Question No.9**

4.00

**Bookmark** ☐

Who introduced DAGMAR model in advertising?

- ☐ Russell Colley
- ☐ Max Weber
- ☐ Todd Hunt
- ☐ Richard E Petty

**Question No.10**

4.00

**Bookmark** ☐

"Fade In" is a

- ☐ acting technique
- ☐ punctuation device in film editing
- ☐ exhibition technique
- ☐ writing technique

**Question No.11**

4.00

**Bookmark** ☐

Find the odd one out?

- ☐ Circle : Arc
- ☐ Flower : Petal
- ☐ Cover : Page
- ☐ Chair : Arm

**Question No.12**

4.00

**Bookmark** ☐

STAR Channel stands for

- ☐ Satellite Television Asian Region
- ☐ Satellite Television Asiatic Region
- ☐ Satellite Television Australian Region
- ☐ South Television Asian Region

**Question No.13**

4.00

**Bookmark** ☐

The special effects generator is also called as

- ☐ Console
- ☐ Switcher
- ☐ Panel
- ☐ Mixer

**Question No.14**

4.00

**Bookmark** ☐

Joint Photographic Experts Group refers to the acronym

- ☐ JPG
- ☐ JPEG
- ☐ JPeGG
- ☐ JPEEG

**Question No.15**

4.00

**Bookmark** ☐

IIFI will be held every year at

- ☐ Panaji
- ☐ Chennai
- ☐ Mumbai
- ☐ Bengaluru

**Question No.16**

4.00

**Bookmark** ☐

Christopher Nolan is spearheading the campaign for the revival of

- ☐ Video film making
- ☐ Documentary filmmaking
- ☐ Silent filmmaking
- ☐ Celluloid filmmaking

**Question No.17**

4.00

**Bookmark** ☐

The camera moving up and down while its support remains fixed is called

- ☐ Pan
- ☐ Zoom
- ☐ Boom
- ☐ Tilt

**Question No.18**

4.00

**Bookmark** ☐

MOV stands for,

- ☐ Movement of video
- ☐ Quick Time Movie
- ☐ Massive online video
- ☐ Movement of voice

**Question No.19**

4.00

**Bookmark** ☐

Media should act as watchdog to protect

- ☐ Administrators
- ☐ Public interest
- ☐ Government
- ☐ Private interest

**Question No.20**

4.00

**Bookmark** ☐

Cyber culture is a social phenomena associated with

- ☐ Internet
- ☐ Television
- ☐ Newspapers
- ☐ Radio

**Question No.21**

4.00

**Bookmark** ☐

*Cinema Verite* is a

- ☐ Package of fiction films
- ☐ Style of documentary filmmaking
- ☐ Style of silent filmmaking
- ☐ Package of narrative films

**Question No.22**

4.00

**Bookmark** ☐

The purpose of visual aid is to \_\_\_\_ perception

- ☐ Underscore
- ☐ Repeat
- ☐ Enhance
- ☐ Highlight

**Question No.23**

4.00

**Bookmark** ☐

VFX deals with

- ☐ Special effects
- ☐ Visual effects
- ☐ Visual aid
- ☐ Sound effects

**Question No.24**

4.00

**Bookmark** ☐

Dad often comes home late these days, \_\_\_\_\_?

- ☐ is it?
- ☐ doesn't he?
- ☐ isn't it?
- ☐ does he?

**Question No.25**

4.00

**Bookmark** ☐

Facebook is a kind of

- ☐ New media
- ☐ Archive
- ☐ Textbook
- ☐ Folk media

**Question No.26**

4.00

**Bookmark** ☐

A Feature is the

- ☐ Story beyond news
- ☐ Characters in the story
- ☐ Hard news
- ☐ First copy

**Question No.27**

4.00

**Bookmark** ☐

The attribution in broadcast writing always comes

- ☐ Repeatedly
- ☐ Middle
- ☐ Last
- ☐ First

**Question No.28**

4.00

**Bookmark** ☐

Change of picture from one shot to the next is,

- ☐ Dissolve
- ☐ Cut
- ☐ Fade Out
- ☐ Fade In

**Question No.29**

4.00

**Bookmark** ☐

GUI refers to

- ☐ Graphical utility interface
- ☐ Graphical utility information
- ☐ Graphical user interface
- ☐ Graphical utility interaction

**Question No.30**

4.00

**Bookmark** ☐

CG stands for,

- ☐ Character gimmick
- ☐ Cost generator
- ☐ Career generator
- ☐ Character generator

**Question No.31**

4.00

**Bookmark** ☐

Internet and mobile phone are collectively known as

- ☐ Legacy Media
- ☐ Compact Media
- ☐ Digital Media
- ☐ Conventional Media

**Question No.32**

4.00

**Bookmark** ☐

Graphic animation is a variation of

- ☐ 3D Animation
- ☐ Stop motion
- ☐ 2D Animation
- ☐ Cell Animation

**Question No.33**

4.00

**Bookmark** ☐

Choose the correct meaning of the italicized idiom.

When Peter left he was extremely disappointed. I think he has *gone for good*.

- ☐ To a foreign country
- ☐ Permanently
- ☐ To a good place
- ☐ To seek good fortune

**Question No.34**

4.00

**Bookmark** ☐

'The eye of horus', is often referred to as,

- ☐ Leaflets
- ☐ Advertisement
- ☐ Print medium
- ☐ Visual Communication

**Question No.35**

4.00

**Bookmark** ☐

The Pyramidal Distribution of Communication was given by

- ☐ Anderson
- ☐ Lazarsfeld
- ☐ McQuail
- ☐ Chomsky

**Question No.36**

4.00

**Bookmark** ☐

The script for broadcast journalism should be informal and

- ☐ Formal
- ☐ Attractive
- ☐ Repetitive
- ☐ Conversational



**Question No.37**

4.00

**Bookmark** ☐

Wikipedia is an example of

- ☐ Wiki 2.0
- ☐ Web 1.0
- ☐ Web 2.0
- ☐ Wiki 1.0

**Question No.38**

4.00

**Bookmark** ☐

Expand FM

- ☐ Frequency Moderation
- ☐ Frequency Modulation
- ☐ Frequency Mode
- ☐ Frequency mark

**Question No.39**

4.00

**Bookmark** ☐

Deep Focus uses

- ☐ Large depth of field
- ☐ Medium depth of field
- ☐ Small depth of field
- ☐ Very small depth of field

**Question No.40**

4.00

**Bookmark** ☐

The study of mechanical waves in solid, liquid and gas is,

- ☐ Ergonomics
- ☐ Metereology
- ☐ Acoustics
- ☐ Pattern Analysis

**Question No.41**

4.00

**Bookmark** ☐

The ideal media for advertisement to attract the attention of children is

- ☐ Newspapers
- ☐ Television
- ☐ Radio
- ☐ Internet

**Question No.42**

4.00

**Bookmark** ☐

SW radio refers to

- ☐ Short work radio
- ☐ Short wave radio
- ☐ Signal Wave
- ☐ Sign Wave radio

**Question No.43**

4.00

**Bookmark** ☐

Study the following information carefully and answer the question below it

Lakshman passes through seven lanes to reach his school. He finds that 'Truth lane' is between his house and 'Lie lane'. The third lane from his school is 'Karma lane'. 'Dharma lane' is immediately before the 'Yog lane'. He passes 'Salvation lane' at the end, 'Lie lane' is between 'Truth lane' and 'Dharma lane', the sixth lane from his house is 'Devotion lane'.

How many lanes are there between 'Lie lane' and 'Devotion lane'?

- ☐ four
- ☐ three
- ☐ two
- ☐ five

**Question No.44**

4.00

**Bookmark** ☐

Colour Television came to India in the year

- ☐ 1985
- ☐ 1980
- ☐ 1982
- ☐ 1975

**Question No.45**

4.00

**Bookmark** ☐

Broadcast stories are to be written in

- ☐ Future tense
- ☐ Future Perfect
- ☐ Present tense
- ☐ Past tense

**Question No.46**

4.00

**Bookmark** ☐

TIFF stands for

- ☐ Tagged Image File Format
- ☐ Transfer of Information File
- ☐ Tagged Information Format Form
- ☐ Transfer of Image File Format

**Question No.47**

4.00

**Bookmark** ☐

Nielsen Company uses which of the following methods to determine their ratings?

- ☐ The audiometer
- ☐ The people meter
- ☐ The diary
- ☐ The channel meter

**Question No.48**

4.00

**Bookmark** ☐

The information revolution is based on advancements in ----

- ☐ School enrolment
- ☐ Technology
- ☐ Development index
- ☐ Population size

**Question No.49**

4.00

**Bookmark** ☐

WWW stands for,

- ☐ Wide Web World
- ☐ Wide World Web
- ☐ Web World Wide
- ☐ World Wide Web

**Question No.50**

4.00

**Bookmark** ☐

The project plan for each day's shooting is,

- ☐ Project schedule
- ☐ Selective schedule
- ☐ Shooting schedule
- ☐ Prepared schedule

**Question No.51**

4.00

**Bookmark** ☐

The first film school to focus on film is

- ☐ American Film School
- ☐ Moscow Film School
- ☐ European Film School
- ☐ French Film School

**Question No.52**

4.00

**Bookmark** ☐

In the media 'deadline' refers to

- ☐ The time to broadcast
- ☐ The time to telecast
- ☐ The time to print the newspaper
- ☐ The time to submit the assignment

**Question No.53**

4.00

**Bookmark** ☐

It is important to realize that the ties that bind us together in common activity are so \_\_\_\_\_ that they can disappear at any moment.

- ☐ restrictive
- ☐ tenacious
- ☐ tenuous
- ☐ tentative

**Question No.54**

4.00

**Bookmark** ☐

AIDA stands for

- ☐ Action Interest Desire, Affection
- ☐ Attention, Information, desire, Action
- ☐ Action, Interest, Decision, Affirmation
- ☐ Attention, Interest, Desire, Action

**Question No.55**

4.00

**Bookmark** ☐

AIR stands for

- ☐ Aided India Radio
- ☐ All Interconnected Radio
- ☐ Associated India Radio
- ☐ All India Radio

**Question No.56**

4.00

**Bookmark** ☐**Statements:** Stories are True, All true incidents are rumours.**Conclusion:**

I. Stories are rumours.

II. Rumours are stories

- ☐ If neither I nor II follows
- ☐ If only conclusion II follows
- ☐ If only conclusion I follows
- ☐ If either I or II follows

**Question No.57**

4.00

**Bookmark** ☐

Study the following information carefully and answer the question below it

The Director of an MBA college has decided that six guest lectures on the topics of Motivation, Decision Making, Quality Circle, Assessment Centre, Leadership and Group Discussion are to be organised on each day from Monday to Sunday.

(i) One day there will be no lecture (Saturday is not that day), just before that day Group Discussion will be organised.

(ii) Motivation should be organised immediately after Assessment Centre.

(iii) Quality Circle should be organised on Wednesday and should not be followed by Group Discussion

(iv) Decision Making should be organised on Friday and there should be a gap of two days between Leadership and Group Discussion

On which day there is no lecture?

- ☐ Sunday
- ☐ Wednesday
- ☐ Tuesday
- ☐ Monday

**Question No.58**

4.00

**Bookmark** ☐

Select the Pair that best represents the relationship that is given in the question:

Professor : Erudite

- ☐ Entrepreneur : Hardwork
- ☐ Inventor : Imaginative
- ☐ Mason : Architecture
- ☐ Carpenter : Furniture

**Question No.59**

4.00

**Bookmark** ☐

“Jump Cut” refers to a cut which

- ☐ provides continuity
- ☐ matches two shots
- ☐ does not match two shots
- ☐ makes apparent matching

**Question No.60**

4.00

**Bookmark** ☐

Production of exclusive content leads to ,

- ☐ Discount advantage
- ☐ Competitive advantage
- ☐ Analog advantage
- ☐ Digital advantage

**Question No.61**

4.00

**Bookmark** ☐

Skype platform is a

- ☐ Speech only interactive medium
- ☐ Text-based interactive medium
- ☐ Video based interactive medium
- ☐ All options are correct

**Question No.62**

4.00

**Bookmark** ☐

GIMP is a

- ☐ Group Image Manipulation Program
- ☐ GNU Image Manipulation Program
- ☐ Graphic Image Manipulation Program
- ☐ Graphic Interface Manipulation Program

**Question No.63**

4.00

**Bookmark** ☐

ABC stands for,

- ☐ Audit Bureau of Circulation
- ☐ Accounts Bureau of Circulation
- ☐ Aided Bureau of circulation
- ☐ Advertising Bureau of circulation

**Question No.64**

4.00

**Bookmark** ☐

A common person can express his/her views online through

- ☐ Brochures
- ☐ Television
- ☐ Blogs
- ☐ Newspapers

## Question No.65

4.00

Bookmark ☐

Choose the correct meaning of the italicized idiom.

The party in power *came down* on the side of a flexible and early economic policy to help the weaker sections.

- ☐ Decide to support
- ☐ Decide to speak secretly
- ☐ Decide to go to the corner
- ☐ Decide to rebuke severely

## Question No.66

4.00

Bookmark ☐

Choose the antonym of the italicized word.

The habit of *squandering* money should not be encouraged.

- ☐ saving
- ☐ collecting
- ☐ hoarding
- ☐ discarding

## Question No.67

4.00

Bookmark ☐

The film 'Animato', was directed by,

- ☐ Charles Braveman
- ☐ Mike Jithlov
- ☐ Geraldo Rivera
- ☐ Frank Mouris

## Question No.68

4.00

Bookmark ☐

The famous quote, "medium is the message", is attributed to

- ☐ Everett Rogers
- ☐ Marshall McLuhan
- ☐ Bill Gates
- ☐ Paul Lazerfeld

## Question No.69

4.00

Bookmark ☐

- ☐ 2
- ☐ 1
- ☐ 4
- ☐ 3

## Question No.70

4.00

Bookmark ☐

Break-even results in

- ☐ No loss- no profit
- ☐ Profit
- ☐ Loss
- ☐ Low profit –heavy loss

**Question No.71**

4.00

**Bookmark** ☐

Radio journalists work not with pictures but with

- ☐ Theme
- ☐ Sources
- ☐ Copy
- ☐ Sound

**Question No.72**

4.00

**Bookmark** ☐

\_\_\_ are the most effective media of many-to-many form of communication

- ☐ Conferences
- ☐ Advertisement
- ☐ Traditional Media
- ☐ Social Media

**Question No.73**

4.00

**Bookmark** ☐

Who is the present Chairman of Niti Aayog

- ☐ Narendra Modi
- ☐ Rajiv Kumar
- ☐ Mukul Rastogi
- ☐ Ranjith Kumar

**Question No.74**

4.00

**Bookmark** ☐

John Berger is associated with

- ☐ Expressionism
- ☐ Folk Culture
- ☐ Visual Culture
- ☐ Art Exhibition

**Question No.75**

4.00

**Bookmark** ☐

Based on the information given answer the following question.

1. In a family of six persons, there are people from three generations. Each has separate professions and they like different colours. There are two couples.
2. Shyam is an Engineer and his wife is not a doctor and she does not like Red colour.
3. Chartered Accountant likes green colour and his wife is a teacher.
4. Manisha is the mother-in-law of Sunita and she likes orange colour.
5. Vimal is the grand father of Tarun and tarun is the Principal and likes black colour.
6. Nyna is the grand daughter of Manisha and she likes blue colour. Nyna's Mother likes white colour.

Who is the Chartered Accountant?

- ☐ Manisha
- ☐ Vimal
- ☐ Nyna
- ☐ None of these

**Question No.76**

4.00

**Bookmark** ☐

TV screen resolution is measured in terms of

- ☐ DPI
- ☐ LPI
- ☐ Pixels
- ☐ cm<sup>2</sup>

**Question No.77**

4.00

**Bookmark** ☐

Cutline is connected with

- ☐ A Web portal
- ☐ DVD Write
- ☐ Video Chip
- ☐ Photograph

**Question No.78**

4.00

**Bookmark** ☐

'Value chain analysis' was conducted by,

- ☐ Michael Porter
- ☐ Erving Wallace
- ☐ Derek Peter
- ☐ Norman Lewis

**Question No.79**

4.00

**Bookmark** ☐

Who is the present Governor of Reserve Bank of India?

- ☐ Urjit Patel
- ☐ Ashok Havasa
- ☐ Raghuram Rajan
- ☐ Arun Jaitley

**Question No.80**

4.00

**Bookmark** ☐

U-matic is a,

- ☐ Film format
- ☐ Videocassette
- ☐ Short film
- ☐ Documentary

**Question No.81**

4.00

**Bookmark** ☐

The modern keyboard typically has \_\_\_\_\_ function keys

- ☐ 12
- ☐ 10
- ☐ 14
- ☐ 16

**Question No.82**

4.00

**Bookmark** ☐

Choose the correct meaning of the italicized idiom.

Raju has a very nice manner, but you would better take what he says *with a grain of salt*.

- ☐ To talk sensibly
- ☐ To criticize
- ☐ To complement
- ☐ To listen to something with considerable doubt



**Question No.83**

4.00

**Bookmark** ☐**Statement:** Opening a Library in Achupatti will be a wastage.**Assumptions:**

I. Inhabitants of Achupatti are illiterate.

II. Inhabitants of Achupatti are not interested in reading

- ☐ If only assumption I is implicit
- ☐ If both I and II are implicit
- ☐ If neither I nor II is implicit
- ☐ If only assumption II is implicit

**Question No.84**

4.00

**Bookmark** ☐

book : \_\_\_\_\_ : : comb : tooth

- ☐ Cover
- ☐ Knowledge
- ☐ Title
- ☐ Page

**Question No.85**

4.00

**Bookmark** ☐

The author of the book, 'Manufacturing consent', is

- ☐ Noam Chomsky
- ☐ Hazel Gaudet
- ☐ Bernard Berelson
- ☐ Katz

**Question No.86**

4.00

**Bookmark** ☐

\_\_\_\_\_ she had been lied to, Sally got really angry.

- ☐ Having discovered
- ☐ Sally when discovered
- ☐ If Sally discovered
- ☐ Sally discovered

**Question No.87**

4.00

**Bookmark** ☐

People predicting messages in tune with their attitude is,

- ☐ Selective viewing
- ☐ Selective perception
- ☐ Selective priority
- ☐ Selective choice

**Question No.88**

4.00

**Bookmark** ☐

The various approaches to film are known as

- ☐ Film Studies
- ☐ Archive studies
- ☐ Reviews
- ☐ Opinion studies

**Question No.89**

4.00

**Bookmark** ☐

CD stands for,

- ☐ Compact Disk
- ☐ Complete Disk
- ☐ Content Disk
- ☐ Corrected Disk

**Question No.90**

4.00

**Bookmark** ☐

Continuity editing is also known as classical -----

- ☐ Hollywood style
- ☐ Indian style
- ☐ Iranian style
- ☐ European style

**Question No.91**

4.00

**Bookmark** ☐

All the applications in Computer are collectively known as,

- ☐ Computer media
- ☐ Social media
- ☐ Computer information
- ☐ Application software

**Question No.92**

4.00

**Bookmark** ☐

The Chief Justice of India is

- ☐ Justice H L Dattu
- ☐ Justice Dipak Misra
- ☐ Justice Altamas Kabir
- ☐ Justice Kania

**Question No.93**

4.00

**Bookmark** ☐

Name the Assamese feature film that won the Swarna Kamala in the 65th National Film Awards announced recently

- ☐ S Durga
- ☐ Dungle
- ☐ Village Rockstars
- ☐ Jiju

**Question No.94**

4.00

**Bookmark** ☐

Filming technique where the background of a filmed screen is altered without affecting the foreground-

- ☐ Chroma key
- ☐ Cropping
- ☐ Turn key
- ☐ Zooming

**Question No.95**

4.00

**Bookmark** ☐

Media is a word derived from the word

- ☐ Reader
- ☐ Medium
- ☐ Channel
- ☐ Management

**Question No.96**

4.00

**Bookmark** ☐

Tracking shot refers to a shot where

- ☐ the camera remains static
- ☐ the camera is switched off
- ☐ the camera is not used
- ☐ the camera accompanies the object

**Question No.97**

4.00

**Bookmark** ☐

Psychologist : Neurosis

- ☐ Dermatologist: Sprain
- ☐ Opthamologist : Catract
- ☐ Oncologist: Measles
- ☐ Kids : Pediatrician

**Question No.98**

4.00

**Bookmark** ☐

*Alam Ara* , the first Indian Talkie film was directed by

- ☐ Mehboob Khan
- ☐ Subbayya Naidu
- ☐ Dadasaheb Phalke
- ☐ Ardeshir Irani

**Question No.99**

4.00

**Bookmark** ☐

"Apple" was the first Indian

- ☐ Military tank
- ☐ Geostationary satellite
- ☐ Laptop computer
- ☐ Desktop computer

**Question No.100**

4.00

**Bookmark** ☐

The broadcast media transmits information,

- ☐ Electronically
- ☐ Electronically & Digitally
- ☐ Manually
- ☐ Systematically