

# **Indian Institute of Creative Skills**

**Sample Entrance Exam Paper**

**Course: Digital Content Creation & Media Management**

**Total Marks: 50**

## **Section A: Multiple Choice Questions (30 Marks)**

### **1. What is the primary goal of media management?**

- A. Create sculptures
- B. Manage media content and operations
- C. Act in films
- D. Conduct dance classes

**Answer: B. Manage media content and operations**

### **2. Which of the following is a performing art?**

- A. Photography
- B. Journalism
- C. Singing
- D. Graphic Design

**Answer: C. Singing**

### **3. Who is responsible for promoting films and shows in media companies?**

- A. Actor
- B. Dancer
- C. Marketing Manager
- D. Makeup Artist

**Answer: C. Marketing Manager**

### **4. What does a stage director do?**

- A. Operates the camera
- B. Sells tickets
- C. Guides actors and plans scenes
- D. Writes songs

**Answer: C. Guides actors and plans scenes**

### **5. Which platform is used for digital media promotion?**

- A. Blackboard
- B. Whiteboard
- C. Instagram

D. Palette

**Answer: C. Instagram**

**6. Which of the following is NOT part of media management?**

- A. Content creation
- B. Budget planning
- C. Painting
- D. Audience analysis

**Answer: C. Painting**

**7. What is the main element of a theatre performance?**

- A. Sketches
- B. Dialogue
- C. Photos
- D. Posters

**Answer: B. Dialogue**

**8. A person managing social media for a film production house is called a:**

- A. Dancer
- B. Sound engineer
- C. Social Media Manager
- D. Art director

**Answer: C. Social Media Manager**

**9. In performing arts, what is ‘improvisation’?**

- A. Editing a photo
- B. Performing without a script
- C. Making a movie
- D. Writing a blog

**Answer: B. Performing without a script**

**10. What is a press release?**

- A. A film script
- B. A media announcement shared with journalists
- C. A costume list
- D. A lighting setup

**Answer: B. A media announcement shared with journalists**

**11. Which dance form originated in Tamil Nadu?**

- A. Kathak
- B. Bharatnatyam

- C. Odissi
- D. Manipuri

**Answer: B. Bharatnatyam**

**12. What is a TRP in media?**

- A. Technical Recording Point
- B. Total Reach Program
- C. Television Rating Point
- D. Time Recording Plot

**Answer: C. Television Rating Point**

**13. What do performing artists use to enhance storytelling on stage?**

- A. Lights and costumes
- B. Blog posts
- C. Flyers
- D. Audio ads

**Answer: A. Lights and costumes**

**14. Who manages the business side of a media production?**

- A. Performer
- B. Editor
- C. Media Manager
- D. Choreographer

**Answer: C. Media Manager**

**15. A live performance of a music band is an example of:**

- A. Static media
- B. Performing art
- C. Digital media
- D. Still art

**Answer: B. Performing art**

**16. What is digital content?**

- A. Paint on canvas
- B. Physical books
- C. Videos, images, blogs, and audio shared online
- D. Sculptures

**Answer: C. Videos, images, blogs, and audio shared online**

**17. Which platform is commonly used to upload video content?**

- A. Excel
- B. YouTube
- C. Word
- D. Notepad

**Answer: B. YouTube**

**18. What software is used for editing photos?**

- A. Microsoft Word
- B. Adobe Photoshop
- C. Google Chrome
- D. VLC Player

**Answer: B. Adobe Photoshop**

**19. What does a content creator do?**

- A. Builds roads
- B. Writes government reports
- C. Produces and shares creative content online
- D. Cuts hair

**Answer: C. Produces and shares creative content online**

**20. What is a vlog?**

- A. A written novel
- B. A video blog
- C. A newspaper
- D. A dance performance

**Answer: B. A video blog**

**21. Which of the following is a short-form video platform?**

- A. Wikipedia
- B. WhatsApp
- C. TikTok
- D. Outlook

**Answer: C. TikTok**

**22. What is the purpose of a “thumbnail” in video content?**

- A. It's a caption
- B. It's an image that represents the video
- C. It's a sound effect
- D. It's the end screen

**Answer: B. It's an image that represents the video**

**23. What tool is commonly used for video editing?**

- A. Google Docs
- B. Final Cut Pro
- C. Microsoft Excel
- D. Notepad

**Answer: B. Final Cut Pro**

**24. What is a podcast?**

- A. A cooking video
- B. An audio program available online
- C. A live dance show
- D. A poster design

**Answer: B. An audio program available online**

**25. What is the best video resolution for YouTube HD uploads?**

- A. 144p
- B. 240p
- C. 720p or above
- D. 100p

**Answer: C. 720p or above**

**26. What does SEO stand for in content creation?**

- A. Sound Editing Output
- B. Special Effects Operation
- C. Search Engine Optimization
- D. Script Editing Option

**Answer: C. Search Engine Optimization**

**27. What type of content is usually shared on Instagram?**

- A. Essays
- B. Textbooks
- C. Images, Reels, and Stories
- D. Audio CDs

**Answer: C. Images, Reels, and Stories**

**28. Which tool helps schedule social media posts?**

- A. Premiere Pro
- B. Hootsuite
- C. VLC Media Player
- D. Notepad++

**Answer: B. Hootsuite**

**29. What is a “hashtag” used for?**

- A. To sign a contract
- B. To count followers
- C. To categorize content and increase visibility
- D. To unlock phones

**Answer: C. To categorize content and increase visibility**

**30. Which file format is commonly used for videos?**

- A. .docx
- B. .pdf
- C. .mp4
- D. .xls

**Answer: C. .mp4**

**Section B: Short Answer Questions (10 Marks)**

**Instructions:** Answer any 2 questions (5 marks each, approx. 150 words per answer)

**1. What is digital content creation? Describe the types of digital content and explain why it is important in today's digital age.**

*Guidelines for students:* Explain the meaning of digital content creation, list different types (videos, blogs, podcasts, infographics, etc.), and discuss its importance for communication, marketing, education, and entertainment in the digital era.

**2. Explain the role and responsibilities of a media manager in an organization. How do they contribute to the success of media projects?**

*Guidelines for students:* Detail the planning, production, budgeting, promotion, and coordination responsibilities of media managers; include their role in content strategy, team leadership, and working with digital platforms.

**3. Define performing arts. Discuss its various forms and explain how performing arts contribute to culture and society.**

*Guidelines for students:* Define performing arts (live artistic expression like dance, drama, music), describe various forms (classical, folk, modern), and highlight its role in cultural preservation, education, and entertainment.

**4. What are the key skills required for a digital content creator? How can one build a successful career in this field?**

*Guidelines for students:* Mention skills like creativity, communication, technical knowledge

(editing tools, SEO), consistency, storytelling, and platform knowledge. Explain career-building strategies such as personal branding, regular content posting, and analytics.

**5. Describe the process of planning and promoting a media campaign. What factors must be considered to reach the right audience effectively?**

*Guidelines for students:* Discuss campaign goals, audience research, content creation, platform selection, scheduling, budgeting, and promotion strategy. Emphasize importance of timing, platform algorithms, and message clarity.

**6. How has digital technology changed the way performing artists reach their audiences?**

**Give examples of digital tools used in modern performances.**

*Guidelines for students:* Discuss how social media, YouTube, live streaming, and online ticketing have transformed audience reach. Mention tools like OBS Studio, Instagram Live, Zoom theatre, and digital music platforms.

**Section C: Long Answer Questions (10 Marks)**

**Instructions:** Answer 1 question only (300 words)

**1. Describe the process of creating digital content from idea to publication. What are the different stages involved, and what tools and skills are necessary at each stage?**

*Guidelines for students:*

- Begin with the ideation process (brainstorming topics, researching trends, identifying target audience).
- Move to content planning (storyboarding, scripting, choosing format—video, blog, audio, etc.).
- Explain content production (recording, filming, writing, designing).
- Describe post-production (editing, proofreading, using tools like Adobe Premiere Pro, Canva, Audacity, etc.).
- Conclude with publishing and promotion (uploading, SEO, social media sharing, engaging with the audience).
- Mention necessary skills like creativity, basic design and editing, content writing, and time management.

**2. What is media management? Discuss its importance in the entertainment and communication industries. How do media managers help in planning, organizing, and**

## **promoting content effectively?**

*Guidelines for students:*

- Define media management in your own words.
- Talk about the scope of media management in TV, radio, film, OTT, print, and digital.
- Explain how media managers handle scheduling, budgeting, team coordination, and audience targeting.
- Discuss their role in content marketing, branding, and analytics.
- Include examples like how a media manager might organize a film release or digital campaign.
- Highlight the importance of soft skills, tech skills, and strategic thinking.

## **3. How do performing arts contribute to cultural development and personal growth?**

**Explain with examples from Indian and global performing arts traditions.**

*Guidelines for students:*

- Start by explaining what performing arts are (music, dance, drama, etc.).
- Talk about how performing arts reflect history, values, and diversity.
- Discuss Indian classical dance, theatre, folk art, and how they preserve heritage.
- Mention modern forms like stage shows, musicals, and digital performances.
- Explain how performing arts build confidence, communication, creativity, and emotional intelligence in individuals.
- Provide examples of artists or performances that have inspired you or society.