

1. 'News is what somebody somewhere wants to suppress; all the rest is advertising' - Who said this?
 A) Lord Northcliffe B) Rupert Murdoch
 C) Daniel Boorstin D) Harold Wilson
2. ----- refers to particular group of viewers who are defined by age, gender or social and economic status and who may be the target audience for a programme.
 A) Appointment viewers B) Zappers
 C) Interactive viewers D) Niche audience
3. The documentary which is co-produced by Flaherty and Grierson:
 A) Industrial Britain B) Drifters
 C) The Night Mail D) Moana
4. Who among the following does not belong to Frankfurt School of Critical Theory?
 A) Herbert Marcuse B) Stuart Hall
 C) Theodore Adorno D) Jurgen Habermas
5. ----- is the principal force behind the theorisations of French New Wave Film movement through the articles in *Cahiers du Cinema*.
 A) Andre Bazin B) David Bordwell
 C) Roland Barthes D) Laura Mulvey
6. ----- is the famous sequence from the film, Battleship Potemkin directed by Sergei Eisenstein which can be cited as the best example of dialectical montage.
 A) Men and Maggots B) Drama on the Quarterdeck
 C) Appeal from the Dead D) The Odessa Steps
7. Verbiage is a ----- barrier in communication.
 A) Retention B) Perceptual C) Semantic D) Cultural
8. The father of Indian factual films:
 A) Dada Saheb Phalke B) Harischandra S Bhatavdekar
 C) R P Panjpe D) Ardeshir Irani
9. Franklin D Roosevelt in 30's and 40's addressed America through his radio speeches namely -----.
 A) Fireside Chats B) Love is on the Air
 C) Viewpoint Commentary D) Voice of America
10. In 1802, the term 'Editor' as we know it today was used for the first time by:
 A) James Perry B) Paul Julius Reuters
 C) Charles Havas D) Bernhard Hoff