

12. 'Al Jazeera English' has headquarters in three cities. Which are these cities?
 A) Doha, London, Washington
 B) Doha, London, New York
 C) Doha, Tokyo, Washington
 D) Doha, Dubai, London
13. The film which won the Best Film Award at the 93rd Oscar ceremony:
 A) Mank
 B) The Father
 C) Sound of Metal
 D) Nomadland
14. The Best Film Award presented by the government of Kerala in the IFFK is known as
 A) Peacock
 B) Lotus
 C) Golden Crow Pheasant
 D) Sun Flower
15. Facebook was founded in:
 A) 2004
 B) 2010
 C) 2000
 D) 1999
16. The internet protocol addresses are administered by, headquartered in Los Angeles, California.
 A) DARPA
 B) NTIA
 C) IETF
 D) ICANN
17. My Space is owned by:
 A) Asianet Digital
 B) Alfa Technologies
 C) Time Inc.
 D) Google India
18. The first independent Indian OTT platform is :
 A) BIGFlix
 B) DittoTV
 C) SonyLIV
 D) Hotstar
19. The TV channel which advertises "Khabar Wahi Jo Sacch Dikhayee" :
 A) Zee News
 B) Aaj Tak
 C) NDTV
 D) DD News
20. The German language newspaper Neue Zurcher Zeitung is published from:
 A) The Netherlands
 B) Germany
 C) Austria
 D) Switzerland
21. Fabra is a/an ----- news agency.
 A) Italian
 B) Spanish
 C) German
 D) Romanian
22. Theory of frame analysis was proposed by;
 A) Samuel Huntington
 B) Erving Goffman
 C) Denis McQuail
 D) Benjamin Benet
23. Mille Rate is associated with:
 A) Print media
 B) Multimedia
 C) Audio media
 D) New media
24. Signifier denotes:
 A) Concepts
 B) Ideas
 C) Signs and symbols that one sees around
 D) Calculations

25. Expansion of EPS:
 A) Entry Post Script B) Extra Passive Script
 C) Encapsulated Post Script D) Encapsulated Partial Script
26. Which one of the following is the combination of sound bite and stand up?
 A) News cast B) Supers
 C) Package D) Talking heads
27. Disney+ Hotstar is owned by :
 A) Sun TV B) Morgan Stanley
 C) Digivive D) Star India
28. 24 News channel is owned by:
 A) Insight Media City B) Dubai Inter Media
 C) Star TV D) Sun Network
29. Who hosts the English TV show 'We the People' now in NDTV?
 A) Barkha Dutt B) Rana Ayyub
 C) Sarah Jacob D) Neethi Raveendran
30. Who owns "MoJo Story" ?
 A) Rajeev Chandrasekhar B) Shehla Rashid
 C) Swati Chaturvedi D) Barkha Dutt
31. The word "cyber space" is credited to -----, who used it in his book, Neuromancer, written in 1984.
 A) William Gibson B) Marshall McLuhan
 C) James Warhola D) Philip Dick
32. The first e-mail was sent in 1971 by
 A) Shiva Ayyadurai B) Ray Tomlinson
 C) Raytheon D) Alexander Eckelberry
33. Netflix, an OTT content platform founded in 1997 is headquartered at
 A) New York B) Washington DC
 C) California D) Philadelphia
34. The science of communication and automatic control systems in both machines and living things is called:
 A) communicology B) auto control
 C) cybernetics D) cyberology
35. 'A Life on Our Planet' is narrated by
 A) Richard Attenborough B) Keith Scholey
 C) Alastair Fothergill D) David Attenborough
36. The second newspaper from Calcutta :
 A) The India Gazette B) Madras Courier
 C) Calcutta Courier D) None of these

37. 'The Nation' is the sister publication of:
 A) The Dawn B) The Jang
 C) The Nawa-e-Waqt D) None of these
38. The founder of the famous publishing and reading platform Juggernaut:
 A) Chiki Sarkar B) Shobhaa De
 C) Arunima Ghosh D) Arup Sarkar
39. A theme in which people share old pictures and posts with their followers and friends is called
 A) Follow Friday B) Flashback Friday
 C) Favorite Friday D) Fun Friday
40. "Democracy dies in darkness" is the slogan of :
 A) New York Times B) Washington Post
 C) The Economic Times D) The Mint
41. Bitmoji is:
 A) non-personalised avatar B) personal emoji
 C) search engine optimizer D) none of the above
42. First episode of a proposed series:
 A) Cue B) Pilot
 C) Primer D) None of the above
43. Author of *Azadi: Freedom, Fascism, Fiction* (2020):
 A) Arundati Roy B) Chinmay Tumbe
 C) Shashi Tharoor D) N K Singh
44. Jhabua development communication project was launched in the state of:
 A) Karnataka B) Madhya Pradesh
 C) Gujarat D) Uttar Pradesh
45. Who wrote 'What is Cinema' ?
 A) Lev Kuleshov B) Alexandre Astruc
 C) André Bazin D) F. W. Murnau
46. WION is a multinational English language news channel headquartered in New Delhi, owned by Essel Group and is part of Zee Media. What is the expanded form of WION?
 A) World Information and Online News
 B) World Is One News
 C) Wonderful India Online
 D) World's Independent Online News
47. Cable News Network (CNN) is headquartered in:
 A) Washington DC B) The Hague
 C) New York D) Atlanta

48. The Lifetime Achievement Award in Indian cinema is known as
 A) JC Daniel Award B) Satyajit Ray Award
 C) Phalke Award D) Raj Kapoor Award
49. The Oscar Awards are instituted by :
 A) American Broadcasting Company
 B) Academy of Motion Picture Arts and Sciences
 C) New York Film Institute
 D) International Forum for Film Artists
50. Which of the following magazines was founded by Aruna Vasudev?
 A) Deep Focus B) Cinemaya
 C) Cahiers du Cinéma D) Sight and Sound
51. ----- is a series of frames that runs for an uninterrupted period of time.
 A) Scene B) Take C) Shot D) Frame
52. To which film movement does Vittorio De Sica's 1948 film 'Bicycle Thieves' belong?
 A) French New Wave B) Expressionism
 C) Surrealism D) Italian Neo-realism
53. Who are the protagonists in the movie 'Swayamvaram' ?
 A) Rama and Sita B) Ravi and Priya
 C) Viswam and Sita D) Pareekutty and Karuthamma
54. Moving a camera up or down through an angle of 90 degrees on the tripod head is known as ---.
 A) panning B) tilting C) zooming D) tracking
55. The Director of the movie, Mother India :
 A) Mehboob Khan B) Farah Khan
 C) Deepa Mehta D) Rituparna Ghosh
56. Who developed sequential photographs of horses in motion?
 A) Eadweard Muybridge
 B) Auguste and Louis Lumière
 C) Pare Lorentz
 D) Robert J. Flaherty
57. Satya Nadella is to Microsoft as ----- is to IBM.
 A) Sundar Pichai B) Arvind Krishna
 C) Shantanu Narayan D) Nikesh A
58. The regulations which envision that press without licence was a penal offence:
 A) Press Act of 1835 or Metcalfe Act
 B) Lord Wellesley enacted Censorship of Press Act, 1799
 C) Licensing Regulations, 1823
 D) Licensing Act, 1857

59. Colour television was introduced in India in:
 A) 1980 B) 1981 C) 1982 D) 1983
60. Aurobindo Ghosh's Journal was:
 A) Satyavadini B) Dharma
 C) Swadesimitran D) Balabharathi
61. Compelling or forceful tactics in communication to take home a message is -----.
 A) Campaigning B) Propaganda C) Advertising D) Gossip
62. What was the theme of the World 'Book and Copyright day' 2021 observed on April 23.
 A) To share a story B) It is not absolute
 C) Read from a book D) Be generous in sharing
63. Which video conferencing platform was found to be leaking personal data to strangers amid the COVID-19 crisis?
 A) Blue Jeans B) Zoom
 C) YouTube D) Google Meet
64. Gender is a/an ----- level of measurement in mass communication research.
 A) nominal B) ordinal C) ratio D) intermediate
65. The per capita income of India increased four times between 1950 and 1990.
 This study is :
 A) social B) horizontal C) longitudinal D) factorial
66. Which of the following is a non-probability sample?
 A) Quota sample B) Simple random sample
 C) Purposive sample D) Both A and C
67. The experimental study is based on the law of
 A) Single variable B) Occupation
 C) Replication D) Interest of the subject
68. The square of the root mean square deviation from mean is called
 A) Mean deviation B) Quartile range
 C) Inter-quartile range D) Variance
69. A reasoning where we start with certain particular statements and conclude with a universal statement is called
 A) Deductive reasoning B) Inductive reasoning
 C) Transcendental reasoning D) Abnormal reasoning
70. Assertion (A) : Most television channels depend on advertising for their survival
 Reason (R) : It is cheaper to advertise on television as it reaches specific audiences
 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 R is false
 D) A is false R is true

71. Assertion (A) : Visual narratives have made the media communication primitive and tribal.
Reason (R) : New media technology has made the designer production of media contents cheap and effective.
- 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 R is false
D) A is false R is true
72. A computer software which is required to match the sound uttered by user with a vocabulary of sound signals stored in a computer :
- A) Speech recognition B) Solaris
C) Sound track D) Netware
73. The technique or method to absorb undesirable sounds by soft and porous surface is called
- A) Acoustic protection B) Unacoustic protection
C) Audible protection D) Decibel protection
74. The first shot is a boy looking down from the top of the building. The second shot is an aerial shot of the courtyard of the building. What kind of a shot is the second one?
- A) Long shot B) Mid shot C) ELS D) PoV shot
75. The arrangement of stories in a bulletin is known as -----.
- A) Story arrangement B) Story rundown
C) ToC D) Story listing
76. The serialized fictional programmes are called as soap operas in Europe because the earlier programmes in this genre were -----.
- A) Shot in abandoned soap companies
B) Sponsored by a soap company, Procter and Gamble
C) All related to cosmetics
D) Produced by soap company owners
77. Computer microphone converts audio signal into -----.
- A) digital signal B) electrical waves
C) electromagnetic waves D) analog signals
78. The epistemological approach refers to -----.
- A) Theory of knowledge B) Relating to source
C) Power relations D) Cultural constructions
79. The video conferencing app launched by Bharti Airtel
- A) Blue Jeans B) Cisco Webex C) Vidyo D) Polycom
80. A controlled, narrowly focused beam of light is called -----.
- A) Flood B) Hard Light C) Spot D) Fill Light

81. A shot of a person listening and reacting to the subject is called -----.
- A) Close upshot B) Cut - in
C) Extreme Wide Shot D) Noddy Shot
82. ----- established in 1985 is committed to the cause of self- regulation in advertising.
- A) ASCI B) DAVP C) AAI D) PCI
83. The website People's Archive of Rural India (PARI) was setup by:
- A) Sucheta Dalal B) Aruna Roy
C) Arundhati Roy D) Palagummi Sainath
84. The correlation computed between pairs of variables is known as
- A) Q type factor analysis B) R type factor analysis
C) S Q type factor analysis D) P type factor analysis
85. Bernard Berelson developed the research method
- A) Content Analysis B) Focus group discussion
C) Historical Research D) Action Research
86. Expansion of SLAM.:
- A) Simultaneous localization and mapping
B) System localization and mapping
C) Simultaneous localization and maintenance
D) System localization and maintenance
87. Headquarters of WAN – IFRA
- A) Washington DC B) Paris
C) Singapore D) Brussels
88. The first online newspaper in Malayalam:
- A) Malayalam Manorama B) Mathrubhumi
C) Deepika D) Kerala Kaumudi
89. NWIO stands for :
- A) New World Internet Organisation
B) New World Information Organisation
C) New World Information Order
D) New World Internet Order
90. The IT Act was implemented in India in:
- A) 2001 B) 2002 C) 2004 D) 2000
91. Laura Mulvey formulated -----theory.
- A) mise-en-scène B) montage
C) male gaze D) author
92. Ministry of Electronic and IT is synonymously known as
- A) MEIT B) MeitY C) MEIY D) MeiY

93. What is the rank of India in World Press Freedom Index 2021
 A) 152 B) 121 C) 142 D) 180
94. Who coined the term “Global Village” in his book *The Gutenberg Galaxy* ?
 A) Marshall McLuhan B) Walter Lipmann
 C) Harold Lasswell D) Wilbur Schramm
95. The portal launched by the Ministry of Education, Govt. Of India to provide training to teachers through various online training modules?
 A) E-Gyan Mitra B) ASPIRE
 C) SAMARTH D) NISHTHA
96. Dotdash.com is a digital media company headquartered in:
 A) New York B) Washington C) Singapore D) London
97. The word ‘net neutrality’ was coined by:
 A) Tim Wu B) Tim Bernersly
 C) Arnold D) None of the above
98. Asking students whether college uniform is necessary is an example of
 A) News interview B) Gang interview
 C) Symposium interview D) Funnel interview
99. The mugshot of O. J. Simpson in darker shade was presented in the magazine:
 A) The Newsweek B) Time
 C) The Newyorker D) The Immigrant
100. Which among the following is a dance form from Uttarakhand?
 A) Tandi B) Lavani C) Ghoomar D) Bihu
101. Whose memoir is '*An Actor's Journey* :
 A) Ben Kingsley B) Amrish Puri
 C) Madhur Jaffrey D) Saeed Jaffrey
102. Assertion (A) : Today film is a prime medium of cultural transmission.
 Reason (R) : Because films capitalize on the commercial and psychological weakness of the society
 A) Both A and R are true
 B) Both A and R are true, and R is the correct explanation of A
 C) A is true R is false
 D) A is false R is true
103. Arnold Mitchell is associated with:
 A) VALS B) Propaganda theory
 C) Pack journalism D) Imagined Communities

104. Which Indian University has entered the 1000 range for the first time in QS World University Rankings 2021?
- A) University of Delhi
 B) Indian Institute of science, Bangalore
 C) Jawaharlal Nehru University, Delhi
 D) Indian Institute of Technology Bombay
105. Who among the following is **not** a recipient of Dadasaheb Phalke Award?
- A) Rajanikanth
 B) Dilip Kumar
 C) A. R. Rahman
 D) Devika Rani
106. John B. Bogart was the city editor of the news paper :
- A) The Sun
 B) Washington Post
 C) New York Times
 D) The Telegraph
107. Which schedule of reinforcement is a ratio schedule stating a ratio of responses to reinforcements?
- A) Variable Ratio Schedule
 B) Fixed Interval Schedule
 C) Variable Interval Schedule
 D) Fixed Ratio Schedule
108. A systematically–qualitative data set is amenable to -----Analysis.
- A) Entropical
 B) Grounded Theory
 C) Non- Progressive
 D) Propaganda
109. The multiplicity model of developmental communication was advocated by :
- A) Jan Servaes
 B) Lucien Pye
 C) Shirley White
 D) Bella Mody
110. Validity of a research can be improved by
- A) Eliminating extraneous factors
 B) Taking the true representative sample of the population
 C) Both A and B
 D) None of these
111. The research antagonistic to ex-post-facto research is:
- A) experimental studies
 B) normative researches
 C) library researches
 D) history researches
112. Attributes of objects, events or things which can be measured are called -----.
- A) qualitative measures
 B) data
 C) variables
 D) hypothesis
113. Formulation of hypothesis may not be necessary in:
- A) Survey studies
 B) Fact finding studies
 C) Normative studies
 D) Experimental studies
114. Light-hearted chatter between the anchors is
- A) Happy Talk
 B) Tag
 C) Wrap
 D) VO

115. Skype, a telecommunication application software product, which provides video chat facility is derived from
A) Sky Person to Person B) Sky Peer to Peer
C) Sky Spy D) Sky Phone
116. Assertion (A) : The mainstream media managers have now lost the way to hold their audiences intact.
Reason (R) : For, in the new socio-technical world, audiences produce their own contents and meanings.
A) Both A and R are true
B) Both A and R are true, but R is not the correct explanation of A
C) both A & R are false
D) A is false but R is true
117. Fan writing is characterized as a type of textual
A) preaching B) signification
C) poaching D) presumption
118. Non-statutory news councils are popular in:
A) UK B) USA C) China D) India
119. The concept of 'Vicious Circle of Poverty' was propagated by
A) S. Ewen B) R. Nurkse
C) M. Ferguson D) Betty Friedan
120. In online journalism, Information wrapped with searchable databases, interactive links, lists of related stories, more pages and more websites is known as:
A) Wrap around style B) Story shell style
C) Scrolling style D) None of above
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