

1. Which Article of the Indian Constitution ensures freedom of speech and expression?  
A) Article 3 (19)                      B) Article 14  
C) Article 17 (2) a                      D) Article 19 (1) a
2. Which of the following is an example of delayed feedback?  
A) Class room clarifications      B) Letters to the Editor  
C) Phone-in programme              D) Panel discussion
3. Identify the one with which the word 'banner' is associated  
A) Body copy                              B) Slug  
C) Headline                                D) Intro
4. SEO means  
A) Search Engine Organization      B) Site Engineering Organization  
C) Search Engine Optimization      D) Site Efficiency Engineering
5. The camera angle which shows the subject from below, giving the impression of being more powerful or dominant.  
A) Low angle                              B) High angle  
C) Eye level                                D) None of the above
6. A line of type at the bottom of a column which directs the reader to somewhere else in the paper where the story is completed, allowing more space for stories to begin on the front page  
A) Clue line                                B) Jump line  
C) Imprint line                            D) Top line
7. Communication between the equals  
A) Temporal communication      B) Intrapersonal communication  
C) Terminal communication        D) Lateral communication
8. Which one of the following is manipulated in experimental research?  
A) In the head variable              B) Intervening variable  
C) Independent variable              D) Dependent variable
9. The statistical combination of the findings of many studies on a specific topic for the purpose of determining an overall consensus in a particular research area.  
A) Experimental study              B) Meta analysis  
C) Content analysis                      D) Transaction analysis
10. Senior journalists in a newspaper are called  
A) Lions                                      B) Paparazzi  
C) Back bench                            D) King makers

11. The five 'F's of Public Relations are
  - A) Fast, factual, frank, fair, friendly
  - B) Fast, factual, frank, fair, forward
  - C) Fast, funny, frank, fair, forward
  - D) Fast, first frank, fair, friendly
  
12. MGREGA aims at:
  - A) Enhancing the livelihood security of people in rural areas
  - B) Making rural women being able and willing to take part in decisions concerning their own lives
  - C) Motivating environmental conservation at village level
  - D) Conserving biodiversity in rural areas
  
13. The measurement of broadsheet format is
 

A) 13 x 23 inches	B) 20x23 inches
C) 18x23 inches	D) 10x23 inches
  
14. In legal terminology, disobedience of judicial decrees, orders and the like is called
 

A) Civil contempt	B) Criminal contempt
C) Breach of privilege	D) Encroachment
  
15. What is 'deep throat'?
  - A) Journalist's parlance for anonymous sources
  - B) Journalist's parlance for in-depth coverage
  - C) Journalist's parlance for investigative reporting
  - D) Journalist's parlance for sting operation
  
16. Tarun Tejpal is the Editor- in-Chief of:
 

A) Outlook	B) Open Magazine
C) Tehelka	D) India Today
  
17. Basic guidelines, agreed to by most countries and international organizations, on eight specific goals to be achieved by 2015 in order to address the needs of the poorest of the world are known as
  - A) Vision 2015
  - B) Global Vision 2015
  - C) Millennium Development Goals
  - D) Millennium Development Guidelines
  
18. Who are the authors of the *Four Theories of the Press*?
  - A) Siebert, Peterson and Schramm
  - B) Scharmm and Jay G. Blumler
  - C) Klapper and Denis McQuail
  - D) Schramm and McLuhan
  
19. IRC means
 

A) Internet Relay Chat	B) Internet Repository Collective
C) Internet Response Cell	D) Internet Regulatory Council

20. CIDA means  
 A) Central Indian Development Agency  
 B) Canadian International Development Agency  
 C) Canadian Integrated Development Agency  
 D) Centrally Integrated Development Agency
21. FANA is the abbreviation of  
 A) Federation of Australian News Agencies  
 B) Federation of Arab News Agencies  
 C) Federation of American News Agencies  
 D) Federation of Argentinean News Agencies
22. Communication with personnel or members of a company or organization.  
 A) External communication      B) Phatic communication  
 C) Non-verbal communication      D) Internal communication
23. A bipolar scale with adjectives (that are opposite in meaning) placed at each end of the scale items is known as  
 A) Guttman scale      B) Likert scale  
 C) Likert-like scale      D) Semantic differential scale
24. The Editor-in-Chief of ibn18 Network is  
 A) Karan Thapar      B) Prannoy Roy  
 C) Rajdeep Sardesai      D) Barkha Dutt
25. Congruence theory was developed by  
 A) Leon Festinger  
 B) Fritz Heider  
 C) Everett M. Roger  
 D) Charles Osgood and Percy Tannenbaum
26. The Right to Information Act (RTI Act) was passed in the year  
 A) 2007      B) 2008  
 C) 2005      D) 2006
27. Who authored the *Wealth of Nations*?  
 A) Adam Smith      B) Karl Marx  
 C) Arnold Toynbee      D) Noam Chomsky
28. Who was the first editor of the *Madhyamam* daily?  
 A) C Radhakrishnan      B) K A Kodungalloor  
 C) P K Balakrishnan      D) Sukumar Azhikode
29. Whose model best explains the premise that communication has no beginning and no end?  
 A) Lasswell      B) Frank E. X. Dance  
 C) David M Berlo      D) Wendell Johnson

30. From where did Jawaharlal Nehru first publish National Herald?  
 A) Lucknow B) Kanpur  
 C) Calcutta D) New Delhi
31. If you toss three coins, what is the probability of the three coins showing heads?  
 A)  $\frac{6}{8}$  B)  $\frac{1}{8}$   
 C)  $\frac{2}{6}$  D)  $\frac{3}{9}$
32. The organization of publishers, advertising agencies and advertisers for verifying the circulation statements of member publications.  
 A) INS B) PII  
 C) ABC D) IPRS
33. A form of news that focuses on real life, on events that impacts directly on the listener or reader  
 A) Soft news B) Hard news  
 C) Paid news D) Feature
34. Any advertising message that calls for a prompt response to purchase a product or request more information.  
 A) Mail-Order Ad B) Transit Ad  
 C) Direct Response Ad D) Point of Purchase Ad
35. Who was the first scholar to define 'mass' by contrasting it with group, crowd and public?  
 A) Elizabeth Noelle-Neumann B) M.L. DeFleur  
 C) Hamid Mowlana D) Herbert Blumer
36. The process of editing photos by trimming off unwanted parts  
 A) Chunking B) Correcting  
 C) Trimming D) Cropping
37. PRSI was established in  
 A) 1988 B) 1968  
 C) 1978 D) 1958
38. The writer's name, usually at the head of the story.  
 A) Cutline B) Byline  
 C) Imprint line D) Name line
39. A distribution is said to be negatively skewed  
 A) If it has a much longer tail on the left than the right  
 B) If it has a much longer tail on the right than the left  
 C) If it has two identical tails on the left and the right  
 D) None of the above three choices

40. An embargoed story is  
 A) One the media does not use until an agreed upon or specified time  
 B) One reporter has obtained to the exclusion of the competition  
 C) One issued by the Government organization  
 D) One issued by the Embassy
41. *Crystallizing Public Opinion* is written by  
 A) Edward Bernays                      B) Ivy Lee  
 C) Noam Choamsky                      D) Robert Hayden
42. Who is the current President of the World Association of Newspapers and News Publishers?  
 A) N Ram                                      B) Vinod Mehta  
 C) Jacob Mathew                              D) None of the above
43. A Standard Deviation of a frequency distribution shows  
 A) The central tendency of scores  
 B) The correlation between scores  
 C) Variability between scores  
 D) None of the above
44. Resul Pookutty won the Academy Award for  
 A) Background music                      B) Rerecording  
 C) Sound mixing                              D) Dubbing
45. Dependency model of communication was developed by  
 A) Ball-Rokeach and Melvin DeFleur  
 B) Wilbur Schramm  
 C) McLeod and Chaffee  
 D) Galtung and Ruge
46. A periodical published by a business organization for its employees or clients  
 A) Release                                      B) House journal  
 C) Media kit                                      D) Handout
47. A term used for print advertising that extends all the way to the edge of the page with no margin.  
 A) Bleed    B) Agate Line  
 C) Billboard                                      D) Gutter
48. The area or subject field assigned to a reporter.  
 A) Beat    B) Bureau  
 C) Column    D) Dateline
49. Which of the following is not a random sampling method?  
 A) Quota sampling                              B) Systematic sampling  
 C) Stratified sampling                              D) Cluster sampling

50. Publicity release, especially when it is widely distributed rather than given as an exclusive is called.  
 A) Handout B) Position paper  
 C) White paper D) Technical report
51. In which type of studies, a sample size as small as 35 is considered as adequate?  
 A) Census B) Longitudinal surveys  
 C) One-time surveys D) Experimental studies
52. In which type of a curve, the mean, mode and median coincide?  
 A) Bimodal curve  
 B) Positively skewed distribution  
 C) Negatively skewed distribution  
 D) Normal curve
53. In PR terminology, informal word-of-mouth process of disseminating information or rumours is  
 A) Hearsay B) Tittle-tattle  
 C) Grapevine D) Mouthpiece
54. Which of the following is not a browser?  
 A) Internet Explorer B) Google Chrome  
 C) Mozilla Firefox D) Adobe
55. In the following, identify the measure of central tendency.  
 A) Standard deviation B) Median  
 C) Mean deviation D) Range
56. The body that directly handles display and classified advertisements of the Government of India  
 A) Directorate of Field Publicity  
 B) Prasarbharati  
 C) Directorate of Advertising and Visual Publicity  
 D) Press and Information Bureau
57. The upper corners of page one of a newspaper  
 A) Eyes B) Ears  
 C) Hands D) Faces
58. A theory in mass communication that attempts to explain the origin of the public's perception of the relative importance of various current issues.  
 A) Magic bullet theory B) Spiral of silence theory  
 C) Agenda setting theory D) Cultivation theory

59. A persuasive technique that urges the audience to accept a certain position or engage in a particular behavior because ‘everyone is doing it’.
- |                 |                  |
|-----------------|------------------|
| A) Name calling | B) Card stacking |
| C) Band wagon   | D) Testimonial   |
60. What is Golden Pen of Freedom?
- |  |
|--|
| A) Freedom of speech and expression ensured for the Press            |
| B) An annual award instituted by the World Association of Newspapers |
| C) A statue built in memory of journalists killed in wars            |
| D) A book written by famous journalist Joseph Pulitzer               |
61. Who authored the book *The Stages of Economic Growth: A Non-Communist Manifesto*?
- |                    |                |
|--------------------|----------------|
| A) Milton Friedman | B) Adam Smith  |
| C) Irving Fisher   | D) W.W. Rostow |
62. BDI (Brand Development Index) means
- |  |
|--|
| A) A measure of the strength of a brand's sales in a particular geographic area indexed to the national sales average.                                     |
| B) A measurement of a brand's sales potential using sales of all brands within a category in a specific market indexed to national sales average.          |
| C) The cost to reach one percent of the universe, households or individuals, in a given market or geographic area.   |
| D) The cost to reach 1,000 units of audience, households or individuals, for advertising. Used as a measure of efficiency among media and media schedules. |
63. The Press Council Act was passed in
- |         |         |
|---------|---------|
| A) 1988 | B) 1977 |
| C) 1978 | D) 1985 |
64. The degree of similarity between individuals
- |                  |              |
|------------------|--------------|
| A) Heterophily   | B) Homophily |
| C) Synchronphily | D) Unophily  |
65. Who was the founder editor of Kerala Kaumudi
- |                      |                        |
|----------------------|------------------------|
| A) K. Sukumaran B.A  | B) M.T. Vasudevan Nair |
| C) P.K. Balakrishnan | D) K.P.Kesava Menon    |
66. The study of the way people approach others or keep their distance from others
- |               |               |
|---------------|---------------|
| A) Kinesics   | B) Proxemics  |
| C) Chronemics | D) Ocullesics |
67. Who is the inventor of ‘www.’?
- |                    |                    |
|--------------------|--------------------|
| A) Tim Berners-Lee | B) Bill Gates      |
| C) Stallman        | D) Charles Babbage |

68. Social learning theory was proposed by  
 A) Albert Bandura                      B) Wesley and MacLean  
 C) McCombs                              D) Pavlov
69. A newspaper library is called  
 A) Morgue                                B) Obit  
 C) NIB                                      D) Stack room
70. What is lip-sync?  
 A) Synchronization between actor and director  
 B) Synchronization between music director and playback singer  
 C) Synchronization between visuals and the scrolling text  
 D) Synchronization between mouth movement and the words on the film sound track
71. Piece of film that is not actually used in the completed version  
 A) Out-take      B) Off-take      C) Take              D) Intake
72. QuarkExpress is a  
 A) Video editing programme      B) News tracking programme  
 C) Audio editing programme      D) Desktop publishing programme
73. What is the mode in the following set of scores: 60,50,50,50,25,25,30,20,12,10.  
 A) 10                      B) 25                      C) 50                      D) 60
74. A piece of information that a source does not want to be included in a news story  
 A) On the record      B) Quote              C) Off the record      D) Scoop
75. In the context of questionnaires, what are open-ended questions?  
 A) Questions which carry dichotomous answers of 'yes' or 'no'  
 B) Questions which carry several possible answers to choose from  
 C) Questions where answers are in the form of a scale  
 D) Questions without any presupposed answers. The respondents are free to write their answers
76. What is the importance of 1927 in the history of Indian media?  
 A) Beginning of sound broadcasting  
 B) Beginning of news syndication  
 C) Announcement of the First Press Commission  
 D) Establishment of the Prasarbharati
77. Short interviews where several members of the public are stopped at random and asked questions to gauge approximate public opinion about an issue  
 A) Citizen sound                      B) Vox pop  
 C) Mass interview                      D) Walk-in interview
78. An advertisement written in the style of a news item or feature is called  
 A) Advertorial                              B) Infomercial  
 C) Infotainment                              D) News ad



79. Ream is a  
 A) Package containing 480 to 516 sheets of printing paper  
 B) Package containing 600 to 700 sheets of printing paper  
 C) Package containing 580 to 616 sheets of printing paper  
 D) Package containing 1200 sheets of printing paper
80. Who directed the film *Gulabi Talkies*?  
 A) Girish Kasaravalli                      B) Satyajit Ray  
 C) Mani Ratnam                              D) P A Backer
81. The famous American action-comedy film *True Lies* is directed by  
 A) James Cameron                          B) George Abbot  
 C) Richard Brooks                          D) Stephen Spielberg
82. The first Chairman of the Press Council of India  
 A) Prof. M G K Menon                      B) L K Deshpande  
 C) Justice J R Mudholkar                  D) M.V.Kamath
83. Which of the following is a news writing style?  
 A) Mummy                                      B) Phoenix  
 C) Pyramid                                      D) Hourglass
84. *The Pioneer's* special correspondent who exposed 2G spectrum scam  
 A) Venkitesh Ramakrishnan              B) T R Gopalakrishnan  
 C) Anand Parthasarathy                  D) J. Gopikrishnan
85. A type of journalism in which journalists openly and intentionally take sides on issues and express their opinions in reporting.  
 A) Investigative journalism              B) Advocacy journalism  
 C) Yellow journalism                        D) Cheque book journalism
86. Who was the chairman of the First Press Commission?  
 A) Justice G.S. Rajyadhyaksha          B) Dr. Radhakrishnan  
 C) Dr. Zakir Husain                         D) Dr. V.K.R.V. Rao
87. Georges Melies, who revolutionized the cinema from being a photoplay to a mass medium was  
 A) Hungarian      B) Italian              C) French              D) American
88. A process in film making by which one picture fades out and the following scene fades in on top of it.  
 A) Dissolve              B) Montage              C) Jump cut              D) Panning
89. India's first multilingual news agency was  
 A) PTI Varta                                      B) Hindustan Samachar  
 C) UNIVARTA                                    D) PNB Hindi

90. Who is the author of *The Passing of Traditional Society: Modernizing the Middle East*?
- A) Everett M. Rogers                      B) Peter Golding  
C) Daniel Lerner                              D) Neeraj Kushal
91. Free Press of India (FPI) was established by
- A) Kuldip Nayar                              B) S.Sadanand  
C) Dr. B C Roy                                D) S S Apte
92. An electronic recording device used to measure individual TV viewing habits
- A) Viewing meter                              B) Rating meter  
C) People meter                                D) Mass meter
93. What is Intelsat?
- A) A satellite launched by international community  
B) An Indian telecommunication satellite  
C) An organization formed to control and promote work in global communications by means of satellites  
D) None of the above
94. Who proposed the 'Play Theory of Mass Communication'?
- A) Elizabeth G Andersch                      B) William Stephenson  
C) Lorin C Staats                                D) Denis McQuail
95. Gramophone was invented by
- A) Isaac Newton                                B) Marconi  
C) Alfred Nobel                                 D) Thomas Alva Edison
96. The smallest unit in the sound system of a language
- A) Phoneme                                      B) Word  
C) Letter                                         D) Prepositions
97. The Indian news agency set up by K.C. Roy was
- A) Press News Bureau                        B) Press Trust of India  
C) United News of India                        D) United Press of India
98. Lionel Fielden is an important figure in the history of Indian
- A) Newspapers                                 B) Radio broadcasting  
C) Television                                    D) Satellite communication
99. NABARD stands for:
- A) National Bank for Asian Rural Development  
B) National Bank for Area wise Rural Development  
C) National Bank for Agriculture and Regional Development  
D) National Bank for Agriculture and Rural Development

100. Hot media and cold media are two terms coined by  
 A) Marshal McLuhan                      B) Wilbur Schramm  
 C) Rupert Murdoch                      D) B G Varghese
101. Kuleshov effect is associated with  
 A) Cinema                                  B) Radio  
 C) The Internet                              D) Newspaper
102. An undertaking of ethical behaviour by members of the International Public Relations Association is  
 A) The Code of Athens                      B) The Code of Italy  
 C) The Code of Indiana                      D) The Code of America
103. *Elipathayam* is a film directed by  
 A) Aravindan                                  B) Adoor Gopalakrishnan  
 C) John Abraham                              D) K G George
104. MacBride Commission Report was published under the title  
 A) Many Voices, One World  
 B) New World Information and Communication Order  
 C) Global Communication Report  
 D) The Brave New World
105. Expansion of ViCTERS is  
 A) Virtual Communication Technology on Edusat for Regional Schools  
 B) Virtual Communication Technology for Educating Rural Students  
 C) Virtual Class Technology on Edusat for Rural Schools  
 D) Virtual Communication Technology for Educating Regional Students
106. Which one of the following is not a characteristic of the 'new media'?  
 A) Digitization  
 B) Convergence of different media  
 C) Blurring of the 'media institution'  
 D) Increased social control
107. A defamatory statement made verbally is known as  
 A) Contempt                                  B) Slander  
 C) Libel    D) Backbiting
108. Educational Multimedia Research Centre is a subsidiary of  
 A) National Council of Educational Research and Training  
 B) Central Board of School Education  
 C) Consortium for Educational Communication  
 D) Indira Gandhi National Open University
109. *Slumdog Millionaire* is  
 A) An American film                              B) A British film  
 C) An Australian film                              D) An Indian film

110. Radio Mirchi, is owned by  
 A) Entertainment Network (India) Limited  
 B) The Indian Express Group  
 C) CNN-IBN  
 D) Reliance Communications
111. Which among the following is not Mahatma Gandhi's publication?  
 A) Young India  
 B) Indian Opinion  
 C) The Harijan  
 D) Kesari
112. What is spectrum in telecommunication?  
 A) Broadcast originating away from station control room  
 B) Range of frequencies available to broadcasters  
 C) Measurement of the total available audience  
 D) License to reproduce the recorded sound
113. Chronological record of a station's program and commercials' exact air times.  
 A) Report Chart  
 B) Log  
 C) Rundown  
 D) Day Chart
114. Music commercial or promo  
 A) Jingle  
 B) Jargon  
 C) Jazz  
 D) Tinkle
115. A communication model developed by David Berlo  
 A) SMCR Model  
 B) Mathematical Model  
 C) Helical Model  
 D) Gatekeeping Model
116. A stimulus which increases the strength, frequency or likelihood of a response.  
 A) Mnemonics  
 B) Reinforcement  
 C) Reference  
 D) Redundancy
117. Raja Ram Mohan Roy's Mirat-ul-Akbar was published in:  
 A) Persian  
 B) Urdu  
 C) Arabic  
 D) Hindi
118. Sound used between program elements  
 A) Link  
 B) Connector  
 C) Viaduct  
 D) Bridge
119. Basic programming code used for the design and display of web pages  
 A) TCP  
 B) IP  
 C) HTTP  
 D) HTML
120. Who is the author of the column 'The Sexes' ?  
 A) Praful Bidwai  
 B) M.J.Akbar  
 C) Sobhaa De  
 D) Sevanti Ninan
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