



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-accredited at the 'A' Grade Level by the NAAC and ISO 9001:2008 Certified CRISL rated 'A' (TN) for MBA and MIB Programmes

II MJMC [2016 - 2018]

SEMESTER III

ELECTIVE II PAPER 4: ELECTRONIC MEDIA MANAGEMENT - 364V4

Multiple Choice Questions.

1. _____ is the process of putting the available funds to the best advantage from the long term point of view of business objectives.

- A. Financial management
- B. HR management
- C. Marketing management
- D. Risk management

ANSWER: A

2. The key objectives of financial management would be to _____.

- A. Create wealth for business
- B. To degenerate cash
- C. To stop funding
- D. Create alternate source

ANSWER: A

3. The three key elements of financial management are financial decision making, financial control and _____.

- A. Financial management
- B. Financial planning
- C. Financial checking
- D. Financial aid

ANSWER: B

4. The key aspects of financial decision-making relate to _____, financing and dividends.

- A. Cost control
- B. Investment
- C. Financial control
- D. Assets

ANSWER: B

5. _____ is the process of measuring, interpreting, and communicating financial information to support internal and external business decision making.

- A. Cost control
- B. Financial management
- C. Accounting
- D. Assets

ANSWER: C

6. Financial statements are an important source of information to _____.

- A. shareholders.
- B. managers.
- C. employees.
- D. supervisors.

ANSWER: A

7. The long-run objective of financial management is to _____.

- A. Maximize earnings per share.
- B. Maximize the value of the firm's common stock.
- C. Maximize return on investment
- D. Maximize market share

ANSWER: B

8. The focal point of financial management in a firm is _____.

- A. the number and types of products or services provided by the firm
- B. the minimization of the amount of taxes paid by the firm
- C. the creation of value for shareholders
- D. the dollars profits earned by the firm

ANSWER: C

9. A company's _____ is (are) potentially the most effective instrument of good corporate governance.

- A. Common stock shareholders
- B. Board of directors
- C. Top executive officers
- D. None of the above

ANSWER: B

10. Trading & Profit & loss account and balance sheet is prepared from _____.

- A. Ledger balance.
- B. Ledger balances, cash and bank balances
- C. Cash book and bank book.
- D. Trial balance

ANSWER: D

11. The balance sheet is alternately known as _____

- A. Assets statement.
- B. Statement of financial position.
- C. Statement of profit and loss.

D. None of the given options.

ANSWER: B

12. Interest on drawing is an _____.

- A. Expenditure for the business.
- B. Expense for the business.
- C. Gain for the business
- D. Loss for the business.

ANSWER: C

13. The distinction between revenue account and capital account is necessary for the presentation of _____.

- A. final accounts.
- B. receipt and payment account.
- C. cash flow statements.
- D. funds flow statements

ANSWER: A

14. Balance Sheet shows the _____.

- A. profit earned by the business
- B. total capital employed.
- C. financial position of the business
- D. trading results of the business

ANSWER: C

15. Net profit is equal to _____.

- A. sales less cost of sales and operating expenses.
- B. gross profit less operating expenses.
- C. sales less operating expenses.
- D. both a and b.

ANSWER: D

16. Selling expenses are shown in _____.

- A. trading account.
- B. profit and loss account
- C. profit and loss appropriation account
- D. manufacturing account

ANSWER: B

17. Which one of the following becomes a creative factor in production?

- A. Land.
- B. Capital
- C. Consumers
- D. Human resources

ANSWER: D

18. Understanding of various types of _____ can in directly help us understand various methods of finance management

- A. Budget
- B. Assets
- C. Liable
- D. Dividend

ANSWER: A

19. _____ is a tool projecting the income and expenses of a specific department in order to achieve its financial goals.

- A. Budget
- B. Departmental budget
- C. Capital budget
- D. Cash budget

ANSWER: B

20. The primary purpose of any accounting function is that of ongoing financial _____.

- A. History
- B. Capital expenditures
- C. Record keeping
- D. Information

ANSWER: C

21. _____ is the process of attracting, developing and maintaining a talented and energetic workforce to support organizational mission, objectives and strategies.

- A. Human resource management
- B. Financial management
- C. Accounting management
- D. Risk management

ANSWER: A

22. The objectives of HRM are personal, organizational and _____.

- A. Societal
- B. Primary
- C. Secondary
- D. Tertiary

ANSWER: A

23. Which one of the following becomes a creative factor in production?

- A. Land.
- B. Capital
- C. Consumers
- D. Human resources

ANSWER: D

24. People cast in the role of contributors to production are called _____.

- A. Capitalist
- B. Land owners
- C. Human resources.
- D. Consumers.

ANSWER: C

25. The focus of Human Resource Management revolves around _____.

- A. Machine
- B. Motivation
- C. Money.
- D. Men

ANSWER: D

26. Management function arises as a result of _____.

- A. Consumer preferences
- B. Abundance of capital
- C. Expansion of industry
- D. Shortage of labor

ANSWER: D

27. The difference between human resource management and personal management is _____.

- A. Insignificant .
- B. Marginal
- C. Narrow
- D. Wide

ANSWER: D

28. Human Resource Management function does not involve _____.

- A. Recruitment.
- B. Selection.
- C. Cost control.
- D. Training.

ANSWER: C

29. Identify which one is an added specific goal of human resource management.

- A. Retraining.
- B. Learning
- C. Unlearning.
- D. Separating.

ANSWER: A

30. To achieve organization goals employees require _____.

- A. Control.

- B. Direction.
- C. Commitment.
- D. Cooperation

ANSWER: C

31. Human resource management helps improve _____.

- A. Production.
- B. Productivity.
- C. Profits.
- D. Power

ANSWER: B

32. Responding to employees and involving them in decision making is referred to as _____.

- A. Quality of work life.
- B. Empowerment.
- C. Autonomy.
- D. Reaction.

ANSWER: A

33. Identify the top most goal of human resource management

- A. Legal compliance.
- B. Competitive edge.
- C. Flash.
- D. Lead

ANSWER: A

34. Union function arises as a result of employees _____.

- A. Problem of communication
- B. Longing for belonging.
- C. Dissatisfaction
- D. Change in technology.

ANSWER: C

35. The term procurement stands for _____.

- A. Recruitment and selection.
- B. Training and development.
- C. Pay and benefits
- D. Healthy and safety.

ANSWER: A

36. The characteristics of human resources are _____ in nature.

- A. Homogeneous
- B. Heterogeneous.
- C. Ductility
- D. None of these.

ANSWER: B

37. Identify the managerial function out of the following functions of HR managers.

- A. Procurement.
- B. Development
- C. Organizing
- D. Performance appraisal.

ANSWER: C

38. Which of the following is an example of operative function of HR managers?

- A. Planning.
- B. Organizing.
- C. Procurement.
- D. Controlling.

ANSWER: C

39. The scope of human resource management includes _____.

- A. Procurement.
- B. Development.
- C. Compensation.
- D. None of the above.

ANSWER: D

40. Human resource management is normally _____ in nature.

- A. Proactive
- B. Reactive.
- C. Combative.
- D. None of the above.

ANSWER: A

41. The human resource management functions aim at _____.

- A. To perform the job successfully.
- B. Handout. .
- C. Style rules.
- D. Journalese

ANSWER: C

42. The _____ established the Equal Employment Opportunity Commission to enforce the act, and provides for civil penalties in the event of discrimination.

- A. 1964 act
- B. 1966 act
- C. 1973 act
- D. 1955 act

ANSWER: A

43. _____ law requires the payment of minimum wages to non federal employees

- A. Davis-Bacon Act of 1931
- B. The Norris-La Guardia Act of 1932
- C. The Wagner Act of 1935
- D. Social Security Act of 1935

ANSWER: A

44. _____ Public Contracts Act of 1936. This law was designed to ensure that employees working as contractors for the federal government would be compensated fairly.

- A. Davis-Bacon Act of 1931
- B. The Norris-LaGuardia
- C. The Walsh-Healy
- D. Social Security Act

ANSWER: C

45. Occupational Safety and Health Act of 1970 was designed to force employers to provide _____ work environments and to make organizations liable for workers' safety.

- A. Safe and Healthy
- B. Nature and unhealthy
- C. Safety and dangerous
- D. Family and safety

ANSWER: A

46. Today, thousands of regulations, backed by civil and criminal penalties, have been implemented in various industries to help ensure that employees are not subjected to unnecessarily _____ working conditions.

- A. Safety
- B. Nature
- C. Silent
- D. Hazardous

ANSWER: D

47. Family and Medical Leave Act of 1993, this act became effective on _____ and applies to companies who employ 50 or more people.

- A. August 15, 1995
- B. August 5, 1993
- C. August 15 1993
- D. August 5 , 1995

ANSWER: B

48. The Civil Rights Act of 1991 made illegal the discrimination against _____ or potential recruits for reasons of race, color, religion, sex, and national origin .

- A. Managers
- B. Employees
- C. Union members
- D. People

ANSWER: B

49. _____ act forbids wage or salary discrimination based on sex, and mandates equal pay for equal work with few exceptions.

- A. Equal Pay Act of 1963.
- B. Davis-Bacon Act of 1931
- C. The Norris-La Guardia Act of 1932
- D. The Wagner Act of 1935

ANSWER: A

50. Fair Labor Standards Act of _____ this important law mandated employer compliance with restrictions related to minimum wages, overtime provisions, child labor, and workplace safety.

- A. 1940
- B. 1936
- C. 1938
- D. 1937

ANSWER: C

51. It has been said that some HR departments have had a 'Cinderella' image. What is meant by this statement?

- A. Old fashioned and staid.
- B. Low status and obscure.
- C. Bureaucratic.
- D. Influential and powerful.

ANSWER: B

52. What is meant by RPO?

- A. Recruitment Process Outsourcing.
- B. Recruitment Process Output.
- C. Recruitment Procedure Outsourcing.
- D. Retirement Process Outsourcing

ANSWER: A

53. What is meant by the acronym SHRM?

- A. Superior Human Resource Management.
- B. Strategic Human Resource Management.
- C. Soft Human Resource Management.
- D. Sophisticated Human Resource Management.

ANSWER: B

54. Which of the following is not a function normally performed by the HR department?

- A. Employee Relation.
- B. Pay and reward.
- C. Accounting
- D. Training and development

ANSWER: C

55. _____ the act of coordinating the efforts of people to accomplish desired goals and objectives using available resources efficiently and effectively.

- A. HR
- B. Management
- C. Accounting
- D. Assets

ANSWER: B

56. The levels of management are strategic, tactical and _____.

- A. Operational
- B. Leading
- C. Directing
- D. Controlling

ANSWER: A

57. _____ is the firm senior executive with overall responsibility for the firm.

- A. Strategic managers
- B. Tactical managers
- C. Operational managers
- D. Resource managers

ANSWER: A

58. _____ is responsible for translating the general goals and plans developed by strategic managers into specific objectives and activities.

- A. Strategic managers
- B. Tactical managers
- C. . Operational managers
- D. Resource managers

ANSWER: B

59. _____ are the lower-level managers who supervise the operations of the organization and directly involved with non-management employees.

- A. Strategic managers
- B. Tactical managers
- C. Operational managers
- D. Resource managers

ANSWER: C

60. Operational managers are the _____ between management and non-management staff.

- A. Link .
- B. Joined
- C. Unlink
- D. Bridge

ANSWER: A

61. A _____ is a conceptual framework for organizing knowledge that provides a blueprint for various courses of action.

- A. Theory
- B. Research
- C. Approach
- D. Bureaucratic

ANSWER: A

62. _____ is the father of scientific Management.

- A. Henry L. Gantt
- B. Frederick Winslow Taylor
- C. Henry Foyal
- D. Weber

ANSWER: B

63. Task- related includes consideration of all resources like time, organizational structure, _____ and people

- A. Tactical
- B. Strategic
- C. Financial resources
- D. Operational

ANSWER: C

64. _____ term used to describe the hypotheses of the scientific management theorists and the general administrative theorists.

- A. Behavioral approach
- B. Organizational approach
- C. Financial approach
- D. Classical approach

ANSWER: D

65. Four major categories of skills will help you become a _____.

- A. Good Manager
- B. Good Executive
- C. Good Recruiter
- D. Good Employee

ANSWER: A

66. _____ involve the ability to define the best approach to accomplish personal and organizational objectives.

- A. Strategizing Skills
- B. Task-Related Skills
- C. People-Related Skills

D. Self-Awareness Skills

ANSWER: C

67. _____ being aware of your personal characteristics can help you adapt to others.

- A. Strategizing Skills
- B. Task-Related Skills
- C. People-Related Skill
- D. Self-Awareness Skills

ANSWER: D

68. In contemporary organizations, _____ are demanded of most employees from factory workers to top executives.

- A. Task -related skills .
- B. People-Related Skill
- C. Self-Awareness Skills
- D. Strategic skills

ANSWER: A

69. Being aware of your _____ will enhance your personal characteristics and can help you adapt to others.

- A. Task -related skills
- B. People-Related Skill
- C. Self-Awareness Skills
- D. Strategic skills

ANSWER: C

70. Classical perspective includes scientific management, bureaucratic Management and _____.

- A. Financial Management
- B. Administrative Management
- C. Marketing management
- D. Risk Management

ANSWER: B

71. _____ proposed the bureaucratic Management.

- A. Max Weber
- B. Henry Fayol
- C. Frederick Winslow Taylor
- D. Henry L. Gantt

ANSWER: A

72. _____ proposed administrative Management.

- A. Max Weber .
- B. Henry Fayol
- C. Frederick Winslow Taylor
- D. Henry L. Gantt

ANSWER: B

73. _____ effect discovers that paying special attention to employees motivates them to put greater effort into their jobs.

- A. Fayol
- B. Mc Gregor
- C. Maslow
- D. Hawthorne

ANSWER: D

74. Leaders and managers who hold _____ assumptions believe that employees are inherently lazy and lack ambition.

- A. Theory X and Y
- B. Theory X
- C. Theory Y
- D. Theory Z

ANSWER: B

75. Leaders and managers who hold _____ assumptions believe that most employees do not dislike work and want to make useful contributions to the organization.

- A. Theory X and Y
- B. Theory X
- C. Theory Y
- D. Theory Z

ANSWER: C

76. Systems theory concepts that affect management thinking like open and closed systems, sub systems, synergy _____.

- A. Systems Theory
- B. Contingency Theory
- C. Total Quality Management
- D. Equifinality

ANSWER: D

77. The _____ based on an organization anticipating change faster than its counterparts to have an advantage in the market over its competitors.

- A. Management approach
- B. Organizational approach
- C. Financial approach
- D. Classical approach

ANSWER: A

78. There are two ways organizations can learn experimental learning and _____.

- A. External learning
- B. Internal learning

- C. E- learning
- D. Non experimental learning

ANSWER: A

79. _____ has specific sets of written instructions about how to perform a certain aspect of a task.

- A. Rules
- B. Norms
- C. Standard Operating Procedures
- D. Procedures

ANSWER: C

80. Lincoln Electric Management Plan was started in _____.

- A. 1912
- B. 1913
- C. 1915
- D. 1919

ANSWER: B

81. _____ is the study of how managers should personally behave to motivate employees to perform at high levels and be committed to the achievement of organizational goals.

- A. Financial Management
- B. Administrative Management
- C. Marketing management
- D. Behavioral Management

ANSWER: D

82. The Hawthorne Studies were the first to identify _____ (such as attitudes towards managers) impacted productivity.

- A. Human Variable
- B. Selected variable
- C. Non variable
- D. Independent Variable

ANSWER: A

83. The Professional Manager emerges on _____.

- A. 1931
- B. 1930
- C. 1932
- D. 1933

ANSWER: B

84. _____ utilizes linear and nonlinear programming, modeling, simulation, queuing theory and chaos theory.

- A. Quantitative management

- B. Operations management
- C. Total quality management
- D. Management Information systems

ANSWER: A

85. _____ techniques used to analyze any aspect of the organizations production system.

- A. Quantitative management
- B. Operations management
- C. Total quality management
- D. Management Information systems

ANSWER: B

86. _____ provides information vital for effective decision making

- A. Quantitative management
- B. Operations management
- C. Total quality management
- D. Management Information systems

ANSWER: D

87. _____ focuses on analyzing input, conversion, and output activities to increase product quality.

- A. Quantitative management
- B. Operations management
- C. Total quality management
- D. Management Information systems

ANSWER: C

88. Blending of the Best of Japanese theory and American Management Theories forms _____.

- A. Theory X and Y
- B. Theory X
- C. Theory Y
- D. Theory Z

ANSWER: D

89. When we classify managers according to their level in the organization they described as _____.

- A. Functional, staff and line managers.
- B. Top managers, middle managers and supervisors.
- C. high level and low level managers
- D. General and administrative managers

ANSWER: B

90. _____ is the capacity to affect the behaviors of others.

- A. Leadership
- B. Power
- C. Trait
- D. Aggression

ANSWER: B

91. Mention the popular strategies when manager influenced superiors_____.

- A. Sanction
- B. Compliance
- C. Coalition
- D. Depreciation

ANSWER: C

92. Arouse enthusiasm by appealing to values ideals and aspirations are the tactics of_____.

- A. Inspirational appeal
- B. Consultation
- C. Rational persuasion
- D. Coalition

ANSWER: A

93. _____ is the ability to bring about change in ones psychological environment

- A. Compliance
- B. Power
- C. Coalition
- D. Sanction

ANSWER: B

94. Claims to have the authority to get you to do something is the influence tactics of_____.

- A. Legitimizing
- B. Consultation
- C. Rational persuasion
- D. Coalition

ANSWER: A

95. Use someone else support as reason for you to comply is the influence tactics of_____.

- A. Legitimizing
- B. Consultation
- C. Rational persuasion
- D. Coalition

ANSWER: D

96. Get you in a good mood before asking you for something is the influence tactics of_____.

- A. Ingratiation
- B. Consultation
- C. Rational persuasion
- D. Coalition

ANSWER: A

97. Tactics that result in compliance without changing attitudes _____ and manipulation

- A. Consultation
 - B. Rational persuasion
 - C. Coalition
 - D. Coercion
- ANSWER: D

98. Ingratiation and exchange moderately effective influencing peers and subordinates and ineffective with _____.

- A. Superiors
 - B. Inferiors
 - C. Middle managers
 - D. Lower sub ordinates
- ANSWER: A

99. _____ coalition and legitimating usually ineffective are used when resistance is anticipated.

- A. Pressure
 - B. Consultation
 - C. Rational persuasion
 - D. Ingratiation
- ANSWER: A

100. Consultation, _____ and rational persuasion moderately effective regardless of direction.

- A. Inspirational appeal
 - B. Consultation
 - C. Rational persuasion
 - D. Coalition
- ANSWER: A

101. _____ is the practice of organizing television shows or radio programs in a daily, weekly, or season-long schedule.

- A. Broadcast programming
 - B. Online programming
 - C. Television programming
 - D. Radio programming
- ANSWER: A

102. Modern broadcasters use _____ to regularly change the scheduling of their programs to build an audience for a new show, retain that audience, or compete with other broadcasters' programs.

- A. Television automation
 - B. Broadcast automation
 - C. Broadcast transmission
 - D. Television transmission
- ANSWER: B

103. Digitally based broadcast programming mechanisms are known as _____.

- A. Electronic guide
- B. Electronic program automation
- C. Electronic program guides
- D. Electronic program transmission

ANSWER: C

104. _____ occurs when the television network schedules similar programs back-to-back, the concept is to provide similar programming to retain viewership.

- A. Counter programming
- B. Bridging
- C. Day parting
- D. Block programming

ANSWER: D

105. _____ involves the interconnection of two shows. This is achieved by extending a storyline over two episodes of two different programs

- A. Cross programming
- B. Bridging
- C. Day parting
- D. Block programming

ANSWER: A

106. . _____ is used when a time period is filled with a program whose appeal is different from the opponent program because it is a different genre or appeals to a different demographic.

- A. Cross programming
- B. Counter programming
- C. Bridging
- D. Day parting

ANSWER: B

107. _____ is the practice of dividing the day into several parts, during each of which a different type of radio programming or television programming appropriate for that time is aired.

- A. Cross programming
- B. Counter programming
- C. Bridging
- D. Day parting

ANSWER: D

108. _____ is a technique used by broadcasters whereby an unpopular program is scheduled between two popular programs in the hope that viewers will watch it.

- A. Ham mocking
- B. Stacking
- C. Cross programming
- D. Stripping

ANSWER: A

109. In _____ the programmers eliminate any sort of commercial break when one program ends and another begins; this immediately hooks the audience into watching the next program without a chance to change the television channel between programs.

- A. Hot switching
- B. Stacking
- C. Cross programming
- D. Stripping

ANSWER: A

110. _____ is a technique used to develop audience flow by grouping together programs with similar appeals to "Sweep" the viewer along from one program to the next.

- A. Hot switching
- B. Stacking
- C. Cross programming
- D. Stripping

ANSWER: B

111. . _____ is running a syndicated television series every day of the week.

- A. Hot switching
- B. Stacking
- C. Cross programming
- D. Stripping

ANSWER: D

112. In _____, the programmers bank on a well-known series having so much audience appeal that they can place two unknown series on either side, and it is the strength of the central program that will draw viewers to the two other shows.

- A. Tent pole programming
- B. Stacking
- C. Cross programming
- D. Stripping

ANSWER: A

113. A show's _____ or place in the schedule could be crucial to its success or failure.

- A. Stacking
- B. Time slot
- C. Tent pole
- D. Stripping

ANSWER: B

114. AIR network comprise of _____ broadcasting services.

- A. 121
- B. 209
- C. 432

D. 293

ANSWER: B

115. _____ carries out the inspection of radio stations.

- A. Program Manager.
- B. Managing Director.
- C. Deputy Director General.
- D. Supervisor.

ANSWER: C

116. Who was the first president to appear on television?

- A. Dwight Eisenhower.
- B. Franklin Roosevelt.
- C. Warren G. Harding.
- D. Calvin Coolidge.

ANSWER: B

117. The members of the Federal Communications Commission _____

- A. are chosen by Congress..
- B. are appointed by the president.
- C. serve life terms.
- D. must all be of the political party that does not hold the presidency

ANSWER: D

118. The Federal Communications Commission is _____.

- A. a government corporation.
- B. a cabinet department.
- C. a publicly owned television station.
- D. an independent regulatory agency.

ANSWER: D

119. Interstate and foreign broadcast communication is regulated by the _____.

- A. Federal Communications Commission.
- B. Interstate Commerce Commission.
- C. National Broadcasting Company.
- D. Federal Trade Commission.

ANSWER: B

120. The first radio broadcast of an election occurred in _____.

- A. 1928
- B. 1933
- C. 1939
- D. 1944

ANSWER: C

121. Radio became widely available during the _____.

- A. 1940s.
- B. 1930s
- C. 1920s
- D. 1910s

ANSWER: A

122. Television was introduced in the _____.

- A. 1940s
- B. 1930s
- C. 1920s
- D. 1910s

ANSWER: C

123. Local television stations that carry the programming of a national network are called _____.

- A. Associates
- B. Affiliates
- C. Partners
- D. Wide services

ANSWER: D

124. Television and radio are regulated by the federal government because _____.

- A. there is an unlimited supply of broadcast stations.
- B. television and radio are public goods.
- C. the airwaves are public property.
- D. all the above.

ANSWER: C

125. The first governmental regulation of the electronic media came in _____.

- A. 1955
- B. 1948
- C. 1939
- D. 1927

ANSWER: D

126. _____ are a radio station's "voice" and are often the people with whom the public identifies.

- A. Copy writer
- B. Announcer
- C. Assignment Editor
- D. Chief Engineer

ANSWER: B

127. _____ is a person who writes some of the local commercial and promotional copy.

- A. Continuity writer
- B. Community relation

- C. Copy writer
- D. ENG writer

ANSWER: C

128. Which of the following satellite is not used in TV broadcasting?

- A. Pas-4
- B. Intelsat-703
- C. Asiasat-2
- D. Satel-5

ANSWER: D

129. The AIR broadcasts its programmes in _____ languages and _____ dialects.

- A. 18; 156
- B. 12; 138
- C. 24; 146
- D. 32; 120

ANSWER: C

130. When was the name All India Radio adopted?

- A. June 10, 1935.
- B. April 8, 1936.
- C. January 8, 1935.
- D. June 8, 1936.

ANSWER: D

131. When were the educational programmes by UGC started on TV?

- A. 1980
- B. 1982
- C. 1983
- D. 1984

ANSWER: D

132. When was the Bombay TV centre inaugurated?

- A. 1970
- B. 1971
- C. 1972
- D. 1974

ANSWER: C

133. Where was the highest AIR station set-up in 1971?

- A. Mumbai.
- B. Leh
- C. Himachal
- D. Nainital

ANSWER: B

134. The name given to the first radio programme was _____.

- A. India Radio Times.
- B. The Indian Listener.
- C. Akashvani.
- D. None of these.

ANSWER: A

135. Which committee criticized the Doordarshan for concentrating on the North for its programme contents?

- A. Verghese Committee.
- B. Joshi Committee.
- C. Chandra Committee.
- D. None of these

ANSWER: B

136. In which year did Doordharshan started its 5 metro channels?

- A. 1990.
- B. 1993.
- C. 1994.
- D. 1992.

ANSWER: B

137. When were the Bombay and Calcutta stations inaugurated by the Indian Broadcasting Company?

- A. 1925.
- B. 1926
- C. 1927
- D. 1928

ANSWER: C

138. When was TV separated from radio?

- A. 1975.
- B. 1976.
- C. 1978.
- D. 1979.

ANSWER: B

139. TV operations were inaugurated under _____.

- A. Doordharshan.
- B. AIR.
- C. Vividh Bharati.
- D. National Channel.

ANSWER: A

140. When was Akashvani came into use for AIR?

- A. 1953.

B. 1954.

C. 1956.

D. 1957.

ANSWER: D

141. When was the channel "Yuva Vani" started in Delhi?

A. 1965.

B. 1966.

C. 1967.

D. 1969.

ANSWER: D

142. In 1947, the AIR had a network of _____ stations and _____ transmitters?

A. 6; 12.

B. 8; 18.

C. 11; 12.

D. 11; 18.

ANSWER: A

143. Which of the following are not the radio artists?.

A. Pandit Deenanath Zutchi.

B. Nahid Akhtar.

C. Mr. Saxena.

D. Pranav Roy.

ANSWER: D

144. Which is the commercial service of the AIR?

A. Binaca Geetmala.

B. Vividh Bharati.

C. Chaupal.

D. Akashvani

ANSWER: B

145. When was Vividh Bharati started?

A. 1953.

B. 1955.

C. 1956.

D. 1957.

ANSWER: D

146. Which radio broadcast was termed for the farmers?

A. Binaca Geetmala.

B. Vividh Bharati.

C. Chaupal.

D. Akashvani

ANSWER: C

147. Radio is a _____ mode of mass communication.

- A. two-way.
- B. one-way.
- C. circular.
- D. multi level.

ANSWER: B

148. What is MATV?

- A. Master Antenna Television.
- B. Mark Antenna Television.
- C. Measurable Area Television.
- D. Master Area Television

ANSWER: A

149. What is SMATV?

- A. Satellite Master Antenna Television.
- B. Specific Mark Antenna Television.
- C. Specific Measurable Area Television.
- D. Satellite Master Area Television

ANSWER: A

150. Which of the following is not children television channel?

- A. Nickelodeon.
- B. Cartoon Network.
- C. The Hub.
- D. Rose mary

ANSWER: D

151. When was Commercial Broadcasting started in India?

- A. 1964.
- B. 1965.
- C. 1966.
- D. 1967.

ANSWER: D

152. Which is the term used to describe the downloading of audio programming for playback on an ipod or other MP3 device?

- A. broadcasting
- B. on-air promotion
- C. podcasting
- D. posting

ANSWER: C

153. Which allows one station to take over marketing and programming of another station without taking control of ownership?

- A. Low-level Media Association.
- B. Local Marketing Agreement.
- C. Local Media Association
- D. Low-level Marketing Agreement.

ANSWER: B

154. What is ATV?

- A. Antenna Television.
- B. Amateur Television.
- C. Area Television.
- D. Analog Television.

ANSWER: B

155. The programming of a radio station is _____.

- A. spot.
- B. stacking.
- C. format.
- D. stunting.

ANSWER: C

156. What is LMA?

- A. Low-level Media Association.
- B. Local Marketing Agreement.
- C. Local Media Association. .
- D. Low-level Marketing Agreement.

ANSWER: B

157. Broadcasting a radio signal using a binary code is _____.

- A. digital audio broadcasting.
- B. audio broadcasting.
- C. analog broadcasting.
- D. digital broadcasting.

ANSWER: A

158. Program produced by a local TV station or cable system is _____

- A. local.
- B. prerecorded or syndicated.
- C. network programming.
- D. local origination.

ANSWER: B

159. Television stations that operate with reduced coverage and have a coverage area only 12 to 15 miles in diameter is _____.

- A. Low Point TV.
- B. Low Power TV.
- C. Local Public TV.
- D. Local Point TV.

ANSWER: B

160. Unauthorized radio or TV station that generally broadcasts entertainment material is _____.

- A. unauthorized station.
- B. pirate station.
- C. Unlicensed station.
- D. all the above.

ANSWER: D

161. Organization that broadcasts TV or radio signal is _____.

- A. Broadcasting.
- B. Station.
- C. System.
- D. Program.

ANSWER: B

162. What is DAT?

- A. Digital and Analog Transmission.
- B. Digital and Analog Transmitter.
- C. Audio Tape.
- D. Devised Audio Tape.

ANSWER: B

163. What is NTSC?

- A. National Television Satellite Commercial.
- B. National Television Standards Committee.
- C. Non-commercial Tele Satellite Commercial.
- D. National Television Satellite Commission

ANSWER: B

164. _____ coordinates the content and presentation of broadcasts under the direction of the managing editor and news director.

- A. Executive producer
- B. ENG editor
- C. Assignment editor
- D. Traffic editor

ANSWER: A

165. _____ collects data from other departments in order to prepare a minute-by-minute schedule for the broadcast day.

- A. Executive producer

- B. ENG editor
- C. Assignment editor
- D. Traffic director

ANSWER: D

166. _____ position promotes the station's image, programs and activities.

- A. Promotion director
- B. Program director
- C. News director
- D. Sports director

ANSWER: A

167. Home satellite dish that receives TV programming is _____.

- A. Earth station.
- B. television receive-only earth station.
- C. cable station.
- D. cable TV.

ANSWER: B

168. _____ work with producers, reporters and writers to build news packages from the raw tape sent in from the field or gathered on feeds from networks or other sources.

- A. ENG editors
- B. Assignment editor
- C. Copy editor
- D. News editor

ANSWER: A

169. _____ must have effective personnel management skills and a thorough knowledge of all aspects of broadcast operation.

- A. Studio manager
- B. Station Manager
- C. Studio engineers
- D. Production assistant

ANSWER: B

170. _____ plays director's representative on the studio floor and at the site of any live broadcast.

- A. Studio manager
- B. Station Manager
- C. Studio engineers
- D. Production assistant

ANSWER: A

171. Which is used by many electronic media organizations to communicate their purpose to internal and external publics?

- A. Network.

- B. Outsourcing.
- C. Statement flow.
- D. Mission statement.

ANSWER: D

172. Which term is used to represent the integration of voice, data, and entertainment and informational materials?

- A. transmission.
- B. telecommunications.
- C. television.
- D. on-air promotion.

ANSWER: B

173. Program strategy that deviates from the regular presentation or schedule is _____.

- A. stunting.
- B. tiers
- C. stacking.
- D. tracking.

ANSWER: A

174. What is ENG?

- A. Electronic News Gathering.
- B. Electronic Network Grant.
- C. Enabling News Gathering.
- D. Education Network Gate

ANSWER: A

175. An activity of electronic media firms whereby the consumer uses the product is _____.

- A. Development
- B. Promotion
- C. Exhibition.
- D. Distribution

ANSWER: C

176. What is the first radio network?

- A. National Broadcasting Company.
- B. Public Broadcasting System.
- C. Public Broadcasting Station.
- D. Cable Station.

ANSWER: A

177. In broadcast, which refers to the limits imposed by the FCC on the number of stations may hold ownership interests?

- A. Multiple system.
- B. Operating system.

- C. Postings.
- D. Multiple ownership rules

ANSWER: D

178. What is TSL?

- A. Time Sent Listening.
- B. Time Speed Limit.
- C. Total Speed Limit.
- D. Telecast Structured Language.

ANSWER: A

179. _____ sells the audience to advertisers.

- A. Public Broadcasting.
- B. Tele Broadcasting.
- C. Commercial Broadcasting.
- D. Radio Broadcasting.

ANSWER: C

180. Local non-commercial education radio and TV station licensed by the _____.

- A. Federal Communication Commission.
- B. Community Station
- C. State operated service
- D. Higher authority.

ANSWER: A

181. The TV vehicle was named the _____.

- A. Public Broadcasting Service
- B. Public Broadcasting Structure
- C. National Public Broadcasting
- D. Television Broadcasting

ANSWER: A

182. What is NPR?

- A. Numerous Public Researches.
- B. National Public Radio.
- C. Non-Profit Research
- D. Non-Profit Region.

ANSWER: B

183. What is PBS?

- A. Principle Broadcasting Structure.
- B. Principle Broadcasting Service.
- C. Public Broadcasting Structure.
- D. Public Broadcasting Service.

ANSWER: D

184. At the start of the 1990s, _____ non-commercial television stations were on the air.
- A. 327.
 - B. 347.
 - C. 348.
 - D. 349.

ANSWER: C

185. Community Stations operated by _____.
- A. profit community corporations.
 - B. non-profit community corporations.
 - C. Federal Communication Commission.
 - D. Higher authority.

ANSWER: B

186. WETA is a ____.
- A. Community operations.
 - B. Programming station.
 - C. Public Broadcasting Service.
 - D. University station

ANSWER: A

187. Which is not a management function of the public TV executive?
- A. Community Relation.
 - B. Programming.
 - C. Cable Relation.
 - D. Appeal.

ANSWER: D

188. Which is not a principle source of funding?
- A. Audience.
 - B. Federal government.
 - C. Local government.
 - D. University station.

ANSWER: D

189. What is CSG?
- A. Community Service Grant.
 - B. Corporate Service Grant.
 - C. Commercial Station Grant.
 - D. Commercial Station Ground

ANSWER: A

190. To qualify a grant, each public station must file an _____.
- A. annual report.

- B. financial report.
- C. certification of eligibility.
- D. station activities summary.

ANSWER: C

191. Public Broadcasting Service has a division in its development department called _____.

- A. Station Independence Programme.
- B. Station Information Programme.
- C. Service Information Power.
- D. Station Independence Power

ANSWER: A

192. How many years once the fund raising activity conducted?

- A. 3.
- B. 4.
- C. 2.
- D. 5.

ANSWER: A

193. Which mechanism used to develop or present programme by securing grants from foundations, corporations or businesses?

- A. Audience.
- B. Underwriting.
- C. Federal government.
- D. Scheduling.

ANSWER: B

194. Logogram is also called as _____.

- A. brand name.
- B. trade name.
- C. slogan.
- D. location

ANSWER: C

195. Which is an axiom in public TV?

- A. Programming.
- B. Administration.
- C. Financial.
- D. Engineering

ANSWER: A

196. Which of the following is not a programming element?

- A. Strategy.
- B. Expenses.
- C. Acquisition.

D. Scheduling.

ANSWER: B

197. What is SIP?

A. Station Independence Programme.

B. Station Information Programme.

C. Service Information Power.

D. Station Independence Power

ANSWER: A

198. Which programme is important in keeping public station on cable system?

A. Instructional.

B. Community.

C. State.

D. International.

ANSWER: B

199. The main source for Public Broadcasting Service distribution is _____.

A. station programme co-operative.

B. station programme commitment.

C. audience.

D. cable systems.

ANSWER: A

200. The promotion manager is typically called _____.

A. Development Manager.

B. Station Manager.

C. Marketing Director.

D. Sales Manager.

ANSWER: A

201. Which provide the road map for a station's programming and promotional strategies?

A. Research.

B. Promotion.

C. Corporate Relation.

D. cable Relation.

ANSWER: A

202. Arbitron Information on Demand is _____.

A. program schedule report.

B. each and frequency report.

C. financial report.

D. promotional programme.

ANSWER: B

203. Which reveals how many viewers are tuned in and how often?

- A. Public Broadcasting Service.
- B. Federal Communication Commission.
- C. Arbitron Information on Demand.
- D. Community Service Grant.

ANSWER: C

204. Which plays a great role in managing employee benefits, relation and conflicts?

- A. Community Relation.
- B. Engineering.
- C. Research.
- D. Administration.

ANSWER: D

205. Who engages in market, analyses, determines the packaging of service, and their price structure?

- A. Marketing and sales manager.
- B. Business manager
- C. Operational manager.
- D. Advertiser.

ANSWER: A

206. In cable, the audience is the _____.

- A. Market.
- B. Subscribers.
- C. Service.
- D. Promoters

ANSWER: A

207. The cable company sends its signals through _____.

- A. Airwaves.
- B. Wires.
- C. Drop cables.
- D. Feeder cables.

ANSWER: B

208. One of the most profound effects of the cable Communication Policy Act on _____.

- A. cable operation.
- B. franchise Renewal.
- C. information services.
- D. Change requirements.

ANSWER: B

209. The use of too many spots and promotional segments in the radio format is known as _____.

- A. Over advertising.
- B. Clutter.

C. Bad programming.

D. Devaluation

ANSWER: B

210. Broadcast sends its signal through _____.

A. Airwaves.

B. Wires.

C. Drop cables.

D. Feeder cables.

ANSWER: A

211. The area of overlap on the format wheel where one program element ends and another begins is called

_____.

A. stop set.

B. stop seque

C. A seque.

D. a billboard.

ANSWER: C

212. Which of the following is a way that radio stations keep track of musical preferences among listeners?

A. Call-ins.

B. Call-outs.

C. Focus groups.

D. all of the above are ways stations track musical preferences

ANSWER: D

213. Radio station program formats .

A. are chosen by the listeners.

B. cannot be regulated by the FCC.

C. re subject to approval from the FCC.

D. reflect the tastes of the station owners.

ANSWER: B

214. What are the two developments of the basic MATV system?

A. SMATV system and IRS System.

B. CSG system and SIP system.

C. CATV system and CCTV system.

D. CSG system and CATV system.

ANSWER: A

215. Which is a business, organization or other enterprise, such as an amateur television operator, that transmits content over terrestrial television?

A. Television station.

B. Terrestrial stations.

C. Community stations.

D. Satellite stations.

ANSWER: A

216. The term "television station" is normally applied to _____.

- A. Community stations.
- B. Terrestrial television stations.
- C. Cable television stations.
- D. Satellite television stations

ANSWER: B

217. Fund raising activities for most TV stations are pledge or membership drives usually built around a PBS sponsored fund-raising activity called _____.

- A. Festival.
- B. Funding.
- C. Annual report.
- D. Financial report.

ANSWER: A

218. All Americans should have affordable access to robust and reliable _____ products and services.

- A. Broadband
- B. Spectrum
- C. Media
- D. Competition

ANSWER: A

219. What is EB _____.

- A. Electrical bureau
- B. Enhanced Bureau
- C. Enforcement Bureau
- D. Electronic Bureau

ANSWER: C

220. _____ is a local broadcaster which carries some or all of the television program or radio program line-up of a television or radio network, but is owned by a company other than the owner of the network.

- A. Ownership
- B. Network Affiliation
- C. Dual affiliation
- D. Control ship

ANSWER: B

221. The _____ originally relied on a large number of privately owned affiliates to disseminate its radio and television programming.

- A. Public broadcasting
- B. National broadcasting
- C. Canadian Broadcasting Corporation

D. Sweden Broadcasting

ANSWER: C

222. Individual stations such as _____ and KPBS are not owned by the Public Broadcasting Service.

A. PBS

B. WPBS

C. NPR

D. CTV

ANSWER: B

223. _____ service or another television network which does not have coverage in the station's broadcast area.

A. Broadcast syndication

B. Communication commission

C. Broadcast programming

D. Programming session

ANSWER: A

224. For merchants, affiliate network services and benefits may include _____ reporting tools, payment processing, and access to a large base of publishers.

A. Tracking technology

B. Affiliation

C. Dual affiliation

D. Spectrum

ANSWER: A

225. The area where the most arguments seem to be centered, and the one most likely to be impacted by the data on minority ownership, is the _____.

A. Cross-ownership rules.

B. Multiple ownership

C. Rules overruled

D. Cross- related

ANSWER: A

226. Lengthened license renewals to _____ for both radio and TV and eliminated the comparative renewal.

A. 5 years

B. 2 years

C. 4 years

D. 8 years

ANSWER: D

227. On February 8, 1996, the Telecommunications Act of 1996 was signed into law by President _____.

A. George W Bush

B. George W.H Bush

- C. Bill Clinton
 - D. Obama
- ANSWER: C

228. FCC Commissioner _____ recently delivered a speech in Washington, DC, where she addressed calls for the government to take action to assist the traditional media deal with the economic issues brought about by the new media

- A. Meredith Atwell Baker
- B. Mignon Clyburn
- C. Jessica Rosenworcel
- D. Ajit Pai

ANSWER: A

229. The Commission has announced the next in its series of media ownership workshops, this one to address _____ facing the media industry.

- A. Financial issues
- B. Economic issues
- C. Crisis issues
- D. Management issues

ANSWER: A

230. As the Bloomberg article pointed out, House of Representatives Speaker _____ has suggested that the Justice Department might want to relax antitrust review of newspaper combinations given their economic plight

- A. William lee
- B. Nancy Pelosi
- C. Kevin Martin
- D. Nelson kate

ANSWER: B

231. The Nation's media regulations must promote competition and _____ and facilitate the transition to digital modes of delivery.

- A. Well defined
- B. Diversity
- C. Unity
- D. Co operation

ANSWER: B

232. Communications during emergencies and crisis must be available for _____, health, defense, and emergency personnel, as well as all consumers in need.

- A. property
- B. public safety
- C. wellness
- D. grouping

ANSWER: B

233. The Public Safety and Homeland Security Bureau was launched in _____.

- A. 2000
- B. 2007
- C. 2006
- D. 2010

ANSWER: C

234. In _____ the Federal Communications Commission issued the "Report on Chain Broadcasting" which was led by new FCC Chairman James Lawrence Fly.

- A. 1962
- B. 1940
- C. 1960
- D. 1961

ANSWER: B

235. The inauguration of _____ as President of the United States in 1981 accelerated an already ongoing shift in the FCC towards a decidedly more market-oriented stance.

- A. Jimmy Carter
- B. Ronald Reagan
- C. George W. H Bush
- D. George W Bush

ANSWER: B

236. On June 15, 2006 _____ signed into law the Broadcast Decency Enforcement Act of 2005.

- A. Jimmy Carter
- B. Ronald Reagan
- C. George W. H Bush
- D. George W Bush

ANSWER: D

237. In the early 2000s, the FCC began stepping up censorship and enforcement of indecency regulations again, most notably following the _____ "wardrobe malfunction" that occurred during the halftime show of Super Bowl XXXVIII.

- A. Janet Jackson
- B. Jackie Chan
- C. Michael Jackson
- D. Jenifer Lopez

ANSWER: A

238. In _____, Congress enacted the Telecommunications Act of 1996, in the wake of the break-up of AT&T resulting from the U.S. Justice Department's antitrust suit against AT&T.

- A. 1998
- B. 1996
- C. 1997

D. 1995

ANSWER: B

239. _____ which provides more than 1,200 hours a year of children's, primetime, educational, and cultural programming from which its member stations can choose. This includes programming produced by stations such as WGBH, WETA, and WNET.

A. PBS

B. NBC

C. ME

D. BU

ANSWER: A

240. Each station typically produces nearly _____ of its own programming.

A. 40

B. 30

C. 20

D. 10

ANSWER: A

241. Americans have more programming choices. Average American receives 74 channels but only watches _____.

A. 64 - 70

B. 15 - 17

C. 35 - 40

D. 12 - 40

ANSWER: B

242. The _____ goal of broadcast networks, local stations and basic cable networks is to maximize the size of an audience targeted by advertisers.

A. Primary

B. Secondary

C. Objective

D. Selective

ANSWER: A

243. The Financial syndicate rule was repealed in 1992 and disappeared in _____.

A. 1995

B. 1996.

C. 1997

D. 1998

ANSWER: A

244. _____ was the only network without a major Hollywood studio connection until its recent acquisition of Vivendi-Universal.

A. PBS

B. NBC

C. ME

D. BU

ANSWER: B

245. In 1985, the networks collectively owned _____ percent of their primetime schedule.

A. 5

B. 6

C. 7

D. 8

ANSWER: C

246. Public television stations air programs they select from offerings provided by _____.

A. PBS

B. NET

C. NET

D. BU

ANSWER: A

247. An average night of prime time programming costs between _____.

A. \$3 and \$5 million

B. \$1 and \$5 million

C. \$2 and \$6 million

D. \$4 and \$5 million

ANSWER: A

248. _____ programming refers to programs that have previously aired on a broadcast network.

A. Off - Network

B. On - network

C. Run - Network

D. program - Network

ANSWER: A

249. _____ placing the strongest program in the first position of the day part to attract the largest possible audience.

A. Lead-in

B. Lead - Off

C. Lead out

D. Lead away

ANSWER: B

250. _____ placing a strong program before a new or weaker show.

A. Lead-in

B. Lead - Off

C. Lead out

D. Lead away
ANSWER: A