



## Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC)Re-  
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CRISL rated 'A' (TN) for MBA and MIB Programmes

I BSC VISUAL COMMUNICATION[2017-2020]

SEMESTER I

CORE:COMMUNICATION MEDIA-111B

Multiple Choice Questions.

1. What type of radiation are radio waves considered to be?
- A. Short wave radiation
  - B. Electromagnetic radiation
  - C. Gamma rays
  - D. Microwaves

ANSWER: B

2. The term broadcasting comes from which industry?
- A. Railroad
  - B. Agriculture
  - C. Shipping
  - D. Steel

ANSWER: B

3. Who invented the FM band?
- A. Edwin Howard Armstrong
  - B. Moe Howard
  - C. Howard Stern
  - D. Robert Sarnoff

ANSWER: A

4. What are ads and commercials called in the radio business?
- A. Blurbs
  - B. Bits
  - C. Spots
  - D. Traffic

ANSWER: C

5. Studios are \_\_\_\_\_ treated to keep out or minimize unwanted noise.
- A. artistically
  - B. acoustically
  - C. colorfully
  - D. materially

ANSWER: B

6. FM Broadcast has a reach of \_\_\_\_\_ from the place of transmission.
- A. 10 km

- B. 70 km
- C. 20 km
- D. 50 km

ANSWER: B

7. The study of signs is called \_\_\_\_\_

- A. Semiotics.
- B. Semantics.
- C. Linguistics.
- D. Mythology.

ANSWER: A

8. RF stands for \_\_\_\_\_

- A. High Frequency.
- B. Radio Frequency.
- C. Low Frequency.
- D. Medium Frequency.

ANSWER: B

9. FM in radio stands for \_\_\_\_\_

- A. fun music.
- B. frequency modulation.
- C. fun meter.
- D. frequency meter.

ANSWER: B

10. AM in radio stands for \_\_\_\_\_

- A. amplitude modulation.
- B. automatic meter.
- C. analogue modulation.
- D. artistic modulation.

ANSWER: A

11. SW in radio transmission stands for \_\_\_\_\_

- A. simple width.
- B. small width.
- C. short wave.
- D. simple wave.

ANSWER: C

12. MW in radio transmission stands for \_\_\_\_\_

- A. micro wave.
- B. medium wave.
- C. mega width.
- D. mega wand.

ANSWER: B

13. \_\_\_\_\_ show is a television or radio program where a group of people comes together to discuss various topics.

- A. Problem
- B. Grand

- C. Talk
  - D. Mime
- ANSWER: C

14. Saussure offered \_\_\_\_\_ model of the sign.
- A. dyadic
  - B. multiadic model
  - C. triadic model
  - D. signified model

ANSWER: A

15. \_\_\_\_\_ describes the overall content broadcast on a radio station.
- A. Radio program
  - B. Radio tuning
  - C. Radio type
  - D. Radio format

ANSWER: D

16. Who invented Radio?
- A. Gugleilmo Marconi
  - B. Alexander Marconi
  - C. Peter Marconi
  - D. Jacob Marconi

ANSWER: A

17. Out of the following radio stations, which one is working in collaboration with IGNOU?
- A. Club FM
  - B. Hello FM
  - C. Radio Mirchi
  - D. Gyanvani

ANSWER: D

18. What is the morning prime time in radio?
- A. 6-11 am
  - B. 5-9 am
  - C. 7-10 am
  - D. 8-11 am

ANSWER: C

19. Radio that are specially designed for use in automobiles are \_\_\_\_\_
- A. car radio.
  - B. satellite radio.
  - C. pocket radio.
  - D. internet radio.

ANSWER: C

20. Which type of modulation minimizes noise and provides greater fidelity than amplitude modulation?
- A. Typical Modulation
  - B. Freeze Modulation
  - C. Factual Modulation
  - D. Frequency Modulation

ANSWER: D

21. \_\_\_\_\_are representatives of the broadcasting organization and act as links between the organization and the listeners.

- A. Reporters
- B. Presenters
- C. Editors
- D. Correspondents

ANSWER: B

22. A \_\_\_\_\_is some kind of TV drama in parts based on inter-human relationships.

- A. documentary
- B. soap-opera
- C. sitcom
- D. tele show

ANSWER: B

23. We are just getting some\_\_\_\_\_ news, that a tidal wave has destroyed much of the city of Atlanta.

- A. sensational
- B. arriving
- C. breaking
- D. magnificent

ANSWER: C

24. The time of day when most people are watching Television is known as \_\_\_\_\_

- A. prime time.
- B. popular time.
- C. best time.
- D. vital time.

ANSWER: A

25. In dyadic model, a signifier means \_\_\_\_\_

- A. the concept it represents.
- B. the form which the sign takes.
- C. formless.
- D. abstract.

ANSWER: B

26. Printing technology was invented by \_\_\_\_\_

- A. Franklin Conrad.
- B. Alexander Richard.
- C. Johannes Guttenburg.
- D. Johannes Robert.

ANSWER: C

27. In dyadic model, the signified refers to the \_\_\_\_\_

- A. formless.
- B. concept it represents.
- C. form which the sign takes.
- D. abstract.

ANSWER: B

28. The first book printed after the invention of printing technology was\_\_\_\_\_
- A. bible.
  - B. common sense.
  - C. codex manesse.
  - D. pilgrims progress.

ANSWER: A

29. Who was the early printer-publisher who went on to fame during the early 17th century?
- A. Gordon Bennett
  - B. Benjamin Day
  - C. Benjamin Franklin
  - D. Henry Raymond

ANSWER: C

30. The book Common Sense was written by\_\_\_\_\_
- A. Thomas Paine.
  - B. Benjamin Franklin.
  - C. Gordon Bennet.
  - D. Henry Raymond.

ANSWER: A

31. One cent per newspaper concept is called as\_\_\_\_\_
- A. cent newspaper.
  - B. penny press.
  - C. yellow journalism.
  - D. economy newspaper.

ANSWER: B

32. After the World War II, paperbacks published by \_\_\_\_\_
- A. Pocket books.
  - B. Random House.
  - C. Tin Pan Alley.
  - D. Cornerstone.

ANSWER: A

33. Nothing is a sign unless it is interpreted as a sign, declares \_\_\_\_\_
- A. Ferdinand de Saussure.
  - B. Charles Sanders Pierce.
  - C. Umberto Eco.
  - D. Roland Barthes.

ANSWER: B

34. A digital book is generally called as\_\_\_\_\_
- A. digi book.
  - B. technical.
  - C. e-book.
  - D. scientific.

ANSWER: C

35. When an FM transmitting aerial is located at a height, its coverage area\_\_\_\_\_

- A. seasonal variation.
- B. no variation.
- C. decreases.
- D. increases.

ANSWER: D

36. The books that we find in a bookstore or library are called as \_\_\_\_\_

- A. trade books.
- B. e-books.
- C. economy books.
- D. elite books.

ANSWER: A

37. Publishers who produce books and journals specifically written for medicine, technology, law, business or humanities are known as \_\_\_\_\_

- A. educational publishers.
- B. Self publishers.
- C. professional and scholarly publishers.
- D. Higher education publishers.

ANSWER: C

38. Textbooks are published by \_\_\_\_\_

- A. educational publishers.
- B. Self publishers.
- C. professional and scholarly publishers.
- D. Higher education publishers.

ANSWER: A

39. \_\_\_\_\_ is the first community radio in India.

- A. Raghav FM
- B. Anna FM
- C. Mana FM
- D. Vivasayi FM

ANSWER: B

40. STM in publishing stands for \_\_\_\_\_

- A. scientific testing machine.
- B. social, technical and main.
- C. scientific technical and medical.
- D. soft touch machine.

ANSWER: C

41. FM radio technology facilitates \_\_\_\_\_ of broadcasting.

- A. localization
- B. nationalization
- C. Regionalization
- D. globalization

ANSWER: A

42. Radio programmes can be classified broadly into \_\_\_\_\_ types.

- A. two

- B. four
- C. six
- D. eight

ANSWER: A

43. \_\_\_\_\_are typically smaller private held companies who produce a variety of books.

- A. Educational publishers
- B. Independent publishers
- C. Professional and scholarly publishers
- D. Higher education publishers

ANSWER: B

44. A method of publishing in which the author does all the works which a publisher is ought to is\_\_\_\_\_

- A. educational publishing.
- B. self publishing.
- C. professional and scholarly publishing.
- D. higher education publishing.

ANSWER: B

45. Pierce offered \_\_\_\_\_ model of the sign.

- A. Dyadic
- B. multiadic model
- C. triadic model
- D. signified model

ANSWER: C

46. The printing technology in which new copies of a book are not printed until an order has been received is called\_\_\_\_\_

- A. prior printing technology.
- B. fast demand technology.
- C. free distribution technology.
- D. print-on-demand technology.

ANSWER: D

47. A publishing company that offers publication services for a fee paid by the author but does not generally promote or market the book is known as\_\_\_\_\_.

- A. educational publishing.
- B. vanity or subsidy publishing.
- C. professional and scholarly publishing.
- D. higher education publishing.

ANSWER: B

48. A publisher that helps authors/writers to edit, design, market and distribute their book for a fee paid by the author is\_\_\_\_\_

- A. contract publisher.
- B. independent publishers.
- C. professional and scholarly publishers.
- D. higher education publishers.

ANSWER: A

49. Radio \_\_\_\_\_ has no definite structure.

- A. quiz
- B. music
- C. talks
- D. play

ANSWER: C

50. NBC stands for \_\_\_\_\_

- A. National Broadcasting Company.
- B. News Broadcasting Company
- C. News Bureau of Circulation.
- D. National Bureau of Circulation.

ANSWER: A

51. PBS stands for \_\_\_\_\_

- A. Private Broadcasting Service.
- B. Public Broadcasting Service.
- C. Press Bureau and Service.
- D. Public Business Standard.

ANSWER: B

52. BBC stands for \_\_\_\_\_

- A. British Broadcasting Corporation.
- B. Bright Broadcasting Corporation.
- C. Bombay Broadcasting Corporation.
- D. Britain Broadcasting Corporation.

ANSWER: A

53. Indian State Broadcasting Service (ISBS) was set up under the department of \_\_\_\_\_

- A. Industries and Labour
- B. Information and Broadcasting
- C. Telecommunication
- D. Information Technology

ANSWER: A

54. \_\_\_\_\_ offers online sale of books.

- A. Amazon.com
- B. Trends.com
- C. Dictionary.com
- D. Tmooz.com

ANSWER: A

55. The FM channel run by the group of The Times Of India is \_\_\_\_\_

- A. Radio city.
- B. Radio Mirchi.
- C. Big FM.
- D. Hello FM.

ANSWER: B

56. A \_\_\_\_\_ is a manual of instruction in any branch of study.

- A. textbook



- B. pamphlet
- C. paperback
- D. dustcover

ANSWER: A

57. \_\_\_\_\_ is a graphic medium in which images convey a sequential narrative.

- A. Text book
- B. Pamphlet
- C. Comic
- D. Notice

ANSWER: C

58. Transmission bands for FM radio ranges between \_\_\_\_\_

- A. 80 to 108 Mhz.
- B. 85 to 120 Mhz.
- C. 90 to 130 Mhz.
- D. 82 to 110 Mhz.

ANSWER: A

59. Recently \_\_\_\_\_ media has become a less attractive source of information because of the time it takes to produce.

- A. print
- B. electronic
- C. internet
- D. digital

ANSWER: A

60. Books that are completely untrue and full of fantasy are called as \_\_\_\_\_

- A. non-fiction.
- B. fiction.
- C. scientific.
- D. technical.

ANSWER: B

61. \_\_\_\_\_ are books that are opposed to telling a story, essay, commentary or supporting a view point.

- A. Non-fiction
- B. Fiction
- C. Novels
- D. Novelettes

ANSWER: A

62. Books with technical information on how to do something or how to use some equipment are called \_\_\_\_\_

- A. pamphlets.
- B. notices.
- C. instructional manuals.
- D. records.

ANSWER: C

63. Books for recording periodic entries by the user such as daily information about a journey are

called \_\_\_\_\_

- A. albums.
- B. ledgers.
- C. account books.
- D. log books.

ANSWER: D

64. The first communication satellite launched was \_\_\_\_\_

- A. Syncom2.
- B. INSAT.
- C. Intelsat.
- D. Intersputnik.

ANSWER: C

65. Entertainment and information programmes were introduced from the year \_\_\_\_\_

- A. 1956.
- B. 1960.
- C. 1965.
- D. 1969.

ANSWER: C

66. Which was the first newspaper launched during the penny press era?

- A. New York World
- B. New York Sun
- C. New York Herald
- D. New York Times

ANSWER: B

67. The newspaper New York Sun was launched by \_\_\_\_\_

- A. Benjamin Day.
- B. Gordon Bennett.
- C. Benjamin Franklin.
- D. Henry Raymond.

ANSWER: A

68. The newspaper New York Herald was launched by \_\_\_\_\_

- A. Benjamin Day.
- B. Gordon Bennett.
- C. Benjamin Franklin.
- D. Henry Raymond.

ANSWER: B

69. \_\_\_\_\_ uplink stations signals and sell subscription to the service to dish owners.

- A. Television Signal Networks
- B. Dish Networks.
- C. Satellite Broadcast Networks.
- D. Satellite Signal Networks.

ANSWER: C

70. PAL stands for \_\_\_\_\_

- A. Phase Alternate Line.

- B. Programme Aligning List.
- C. Phase Alternate List.
- D. Programme Aligning Line.

ANSWER: A

71. The newspaper New York Times was launched by\_\_\_\_\_

- A. Benjamin Day.
- B. Gordon Bennett.
- C. Benjamin Franklin.
- D. Henry Raymond.

ANSWER: D

72. Pulitzer is related to which of the following?

- A. Yellow journalism
- B. Penny press
- C. Civic journalism
- D. Investigative journalism

ANSWER: A

73. \_\_\_\_\_ introduced the concept of fixing the price for advertisements on the basis of circulation.

- A. Benjamin Day
- B. Pulitzer
- C. Benjamin Franklin
- D. E.W Scripps

ANSWER: B

74. NTSC stands for \_\_\_\_\_

- A. National Television System Corporation .
- B. National Television Source Corporation.
- C. National Television System Council.
- D. National Television System Committee.

ANSWER: D

75. The first soap opera in India is \_\_\_\_\_

- A. Hum Log.
- B. Karamchand.
- C. Buniyaad.
- D. Khandaan.

ANSWER: A

76. The newspaper San francisco Examiner was controlled by\_\_\_\_\_during the yellow journalism era.

- A. Benjamin Day
- B. William Hearst
- C. Pulitzer
- D. E.W Scripps

ANSWER: B

77. The term\_\_\_\_\_ is used to denote content that is considered irresponsible, unethical or lacking in professional standards of news judgement.

- A. Yellow journalism
- B. Penny press

- C. Civic journalism
- D. Investigative journalism.

ANSWER: A

78. Which among this not the characteristics of television?

- A. Medium of immediacy
- B. Audio - visual medium
- C. Glamorous medium
- D. Mobile medim

ANSWER: D

79. \_\_\_\_\_ refers to a visible or covert video system intended for only a limited number of viewers.

- A. Cable TV
- B. Satellite TV
- C. DTH
- D. CCTV

ANSWER: D

80. James Augustus Hickey started the newspaper \_\_\_\_\_ in the year 1780.

- A. Bengal Gazette
- B. Calcutta Gazette
- C. Samachar Darpan
- D. Mahratta

ANSWER: A

81. In \_\_\_\_\_ satellite and cable systems emerged.

- A. 1990 s
- B. 1970 s
- C. 1980 s
- D. 1960s

ANSWER: C

82. The \_\_\_\_\_ in a newspaper office supervises the newspaper local coverage.

- A. production manager
- B. city editor
- C. managing editor
- D. publisher

ANSWER: B

83. In a newspaper office \_\_\_\_\_ is responsible for all of the operations of the newspaper both editorial and business.

- A. production manager
- B. city editor
- C. managing editor
- D. publisher

ANSWER: D

84. In STAR TV, STAR stands for \_\_\_\_\_

- A. Satellite Transmitter And Receiver.
- B. Straight Transmission And Reception.
- C. Satellite Television Australian Region.

D. Satellite Television Asian Region.

ANSWER: D

85. National Geographic Channel is owned by \_\_\_\_\_

- A. Zee Tv .
- B. Sun Network.
- C. SONY.
- D. Star Group.

ANSWER: D

86. ETV stands for \_\_\_\_\_

- A. Educational Television.
- B. Entertainment Television.
- C. Emerging Trends.
- D. Edward s Television.

ANSWER: A

87. An important news received and put out briefly when a news bulletin is going on the air is called

\_\_\_\_\_

- A. lead.
- B. flash.
- C. kicker.
- D. chunk.

ANSWER: B

88. EMRC stands for \_\_\_\_\_

- A. Educational Media Research Centre.
- B. Emerging Media Research Centre.
- C. E-media Research Centre.
- D. Educational Marketing Research concil.

ANSWER: A

89. ENG stands for \_\_\_\_\_

- A. Electronic News Gathering.
- B. Electric News Gathering.
- C. Electronic Network Gate.
- D. Environmental Network Gain.

ANSWER: A

90. Who coined the name Akashvani for All India Radio?

- A. Dr. Radhakrishnan
- B. Raja Gopalachari
- C. Rabindranath Tagore
- D. Dr. Rajendra Prasad

ANSWER: C

91. NFDC stands for \_\_\_\_\_

- A. National Film Development Corporation.
- B. National Film Division Council.
- C. National Film Development Council.
- D. National Film Division Corporation.

ANSWER: A

92. Sitcom and Soap opera are \_\_\_\_\_
- A. Radio programming format.
  - B. Television Programme format.
  - C. New media format.
  - D. Advertising types.

ANSWER: B

93. CNN stands for \_\_\_\_\_
- A. Chennai News Network.
  - B. Current News Nation.
  - C. Current National News.
  - D. Cable News Network.

ANSWER: D

94. Advertisements appearing on either sides of the title of the newspaper are called \_\_\_\_\_
- A. ears.
  - B. droppers.
  - C. corners.
  - D. flips.

ANSWER: A

95. Tv documentaries takes the form of \_\_\_\_\_
- A. formal presentation.
  - B. indirect presentation.
  - C. informal presentation.
  - D. direct presentation.

ANSWER: D

96. \_\_\_\_\_ is an actual historical event, time period or incident dramatized using people who may only represent the actual participants in the incident.
- A. Docudramas
  - B. Documentary
  - C. Narration
  - D. Drama

ANSWER: A

97. IGNOU s education television is \_\_\_\_\_
- A. Gyandharsan.
  - B. DD.
  - C. Gyankendra.
  - D. ETV.

ANSWER: A

98. When several radio show hosts broadcast from the same location, usually at a large event or conference is \_\_\_\_\_
- A. radio show.
  - B. radio row.
  - C. live broadcast.
  - D. radio play.

ANSWER: B

99. The exclusive territory assigned to a reporter is \_\_\_\_\_

- A. beat.
- B. bind.
- C. band.
- D. block.

ANSWER: A

100. \_\_\_\_\_ is the old term for documentaries.

- A. Art films
- B. Actualities
- C. Social portrayal
- D. Social actuality

ANSWER: B

101. In a film Industry, \_\_\_\_\_ arm is responsible for supplying prints of films to the thousands of theatres and drive-ins located across the country.

- A. distribution
- B. production
- C. exhibition
- D. franchisee

ANSWER: A

102. Specific semiotic systems are called as \_\_\_\_\_

- A. signifier.
- B. signified.
- C. signs.
- D. codes.

ANSWER: D

103. The linguistic sign is not the link between \_\_\_\_\_

- A. the thing and the name.
- B. form and sound
- C. a concept and the sound pattern.
- D. impression and sound.

ANSWER: C

104. \_\_\_\_\_ is not necessarily a current affairs but usually with a human-interest angle presented as a spread.

- A. Docudrama
- B. Feature
- C. Article
- D. Posting

ANSWER: B

105. In India, a film is shot at a frame rate of \_\_\_\_\_

- A. 24 frames per second.
- B. 25 frames per second.
- C. 28 frames per second.
- D. 30 frames per second.

ANSWER: A

106. Saussures conception of meaning was purely \_\_\_\_\_.

- A. structural.
- B. referential.
- C. structural and relational.
- D. relational.

ANSWER: C

107. A \_\_\_\_\_ is an instrument for connecting the expression of sign to its content.

- A. symbol
- B. signal
- C. referent
- D. code

ANSWER: D

108. The novel, The Name of Rose which includes applied semiotics was written by \_\_\_\_\_

- A. Umberto Eco.
- B. Roland Barthes.
- C. Saussure.
- D. Pierce.

ANSWER: A

109. A subdomain of semiotics that analyses the visual signs is \_\_\_\_\_

- A. semiology.
- B. visual semiotics.
- C. paralinguistics
- D. proxemics.

ANSWER: B

110. The strip of material upon which a series of still photographs is registered is called as \_\_\_\_\_

- A. film stock.
- B. film roll.
- C. photographic film.
- D. tape.

ANSWER: A

111. \_\_\_\_\_ are the rules for the combination of signs.

- A. Semantic rules
- B. Behavioural rules
- C. Cultural rules
- D. Syntactic rules

ANSWER: D

112. \_\_\_\_\_ is the relation between signs and the effect they have on the people who use them.

- A. Pragmatics
- B. Syntactics
- C. Semantics
- D. Semiotics

ANSWER: A



113. The term semiotics is derived from the \_\_\_\_\_ word Semiotikos.

- A. Latin
- B. Greek
- C. French
- D. English

ANSWER: B

114. Semiotic theories take \_\_\_\_\_ as their object of study.

- A. symbols
- B. codes
- C. signs
- D. letters.

ANSWER: C

115. \_\_\_\_\_ defined semiotics as Science of signs.

- A. Charles Sanders Peirce
- B. Ferdinand De Saussure
- C. C. W. Morris
- D. Umberto Eco

ANSWER: C

116. Saussure emphasized that the meaning arises from the \_\_\_\_\_ between signifiers.

- A. relationship
- B. difference
- C. correlation
- D. unity

ANSWER: B

117. Various types of film which audiences and filmmakers recognize by their familiar narrative conventions is called \_\_\_\_\_

- A. film genres.
- B. film form.
- C. typology.
- D. film technique.

ANSWER: A

118. DART in Television stands for \_\_\_\_\_

- A. Direct access routing test.
- B. Doordarshan audience research team.
- C. Direct access and regional telecast.
- D. Dual access resource test.

ANSWER: B

119. INTAM stands for \_\_\_\_\_

- A. Indian National TV Audience Measurement.
- B. International & National TV Access Meter.
- C. Interactive National TV Access Meter.
- D. Interactive TV Audience Measurement.

ANSWER: A

120. CAS stands for \_\_\_\_\_
- A. Communication Access System.
  - B. Conditional Access System.
  - C. Common Access System.
  - D. Controlling Action System.

ANSWER: B

121. \_\_\_\_\_ is a magazine that exists only on the web.
- A. Z-zine
  - B. Specific interest type
  - C. General interest type
  - D. E-zine

ANSWER: D

122. Internet is \_\_\_\_\_.
- A. a local computer network.
  - B. a world wide network of computers.
  - C. an interconnected network of computers.
  - D. a world wide interconnected network of computers which use a common protocol to communicate with one another.

ANSWER: D

123. A film that tells a story in a sequential order is known as \_\_\_\_\_
- A. non fictional film.
  - B. narrative film.
  - C. non narrative.
  - D. fictional film.

ANSWER: B

124. A machine that projects live -action motion picture film frames one by one onto a drawing pad so that an animator can trace the figures in each frame is \_\_\_\_\_
- A. kinetoscope.
  - B. kaleidoscope.
  - C. rotoscope.
  - D. telescope.

ANSWER: C

125. \_\_\_\_\_ describes word - of -mouth behavior that exists on the Internet.
- A. Content - generated media
  - B. Consumer -generated media
  - C. Grapevine Commnication
  - D. User - generated media

ANSWER: B

126. \_\_\_\_\_ is the description of small focused audio and video programs delivered directly to a specialized audience on a program - by - program basis.
- A. Microcasting
  - B. Macrocasting
  - C. Podcasting
  - D. Streaming.

ANSWER: A

127. \_\_\_\_\_ is a blog created through input from mobile devices such as PDAs or phones.

- A. Podcast
- B. V-Blog
- C. M-blog
- D. Weblog

ANSWER: C

128. The audio content similar to blogs that can be downloaded to iPods or other MP3 players is \_\_\_\_\_

- A. streaming video.
- B. streaming audio.
- C. podcast.
- D. V-Blog

ANSWER: C

129. A blog that uses video as its primary content is called \_\_\_\_\_.

- A. v-blog
- B. m-blog
- C. weblog
- D. Podcast.

ANSWER: A

130. \_\_\_\_\_ is a global navigation satellite system that enables precise pinpointing of the location of people, building and objects.

- A. GPRS.
- B. 3G.
- C. Google maps.
- D. GPS.

ANSWER: D

131. The act of broadcasting short messages to other subscribers of a web service is \_\_\_\_\_.

- A. macro blogging.
- B. blogging.
- C. micro blogging
- D. texting.

ANSWER: C

132. \_\_\_\_\_ encompasses a wide range of technologies that support the goals of non profit NGO, grassroots and other cause organizations.

- A. Nptech
- B. Infotech
- C. Ictinfo
- D. Digitech

ANSWER: A

133. \_\_\_\_\_ is an online computer simulated space like second life that mixes aspects of real life with fantasy elements.

- A. New media world
- B. Fantasy world
- C. Online world

D. Virtual world

ANSWER: D

134. \_\_\_\_\_ is used to conduct live meetings or presentations over the internet.

- A. Teleconferencing
- B. Web conferencing
- C. Online conferencing
- D. virtual conferencing

ANSWER: B

135. A search engine is a program to search \_\_\_\_\_

- A. for information.
- B. web pages.
- C. web pages for specified index terms.
- D. web pages for information using specified search terms.

ANSWER: D

136. HTML stands for \_\_\_\_\_

- A. Hyper text marking links.
- B. Hyper text mark up language.
- C. Higher textual marking of links.
- D. Hyper text mixer of links.

ANSWER: B

137. \_\_\_\_\_ is a printed piece of six or more pages with a paper cover and prepared as a bound unit usually by stapling.

- A. Booklet.
- B. Log books.
- C. Account books.
- D. Diaries.

ANSWER: A

138. \_\_\_\_\_ is a presentation, lecture, workshop / seminar that is transmitted over web.

- A. Feed
- B. Post
- C. Webinar
- D. Virtual seminar

ANSWER: C

139. A small block of content, typically displayed in a small box with a specific purpose such as providing weather forecasts or news, that is constantly updating itself is called \_\_\_\_\_

- A. news updates.
- B. boxed feed.
- C. online gadget.
- D. widget.

ANSWER: D

140. A book of reference including a description and if possible an illustration of products a other pertinent data such as instructions for their use and care is \_\_\_\_\_

- A. brochure.
- B. notice.

- C. log books.
- D. account books.

ANSWER: A

141. A place on TV dial where a station can be received is called \_\_\_\_\_

- A. deck.
- B. dial.
- C. channel.
- D. folder.

ANSWER: C

142. Periodicals designed to appeal to particular well defined groups interested in certain limited subjects is \_\_\_\_\_

- A. class publication.
- B. brochure.
- C. notice.
- D. log books.

ANSWER: A

143. The first license granted for transmitting a broadcast was given on \_\_\_\_\_

- A. February 23, 1992.
- B. May 16, 1924.
- C. November 3, 1923.
- D. August 20, 1921.

ANSWER: A

144. \_\_\_\_\_ is an effort to help people who are not online gain access with affordable hardware, software, technology support and broadband internet service.

- A. Online inclusion
- B. Digital inclusion
- C. Digital bridge
- D. Online bridge

ANSWER: B

145. \_\_\_\_\_ is an overall regulatory body to monitor the nations telecom services.

- A. Ministry of Information and Broadcasting
- B. Telecommunication department
- C. Telecom Regulatory Authority of India
- D. Ministry of Information and Technology

ANSWER: C

146. \_\_\_\_\_ is an electronic network that connects libraries, corporations, government departments and individuals.

- A. The information superhighway
- B. The information media
- C. The information network
- D. The information highway

ANSWER: D

147. An information and communication technology network, which delivers all kinds of electronic services to households and business is called \_\_\_\_\_.

- A. information superhighway.
- B. online network.
- C. information network.
- D. information highway.

ANSWER: A

148. \_\_\_\_\_ are special interest groups that quickly test, evaluate, and standardize new technologies.

- A. Regulatory agencies
- B. Forums
- C. Standard Organizations
- D. Blogs

ANSWER: B

149. MAN refers to ?

- A. Mega Area Network
- B. Metropolitan Area Network
- C. Mini Area Network
- D. Medium Area Network

ANSWER: B

150. Information richness is \_\_\_\_\_

- A. whether a message conveys the facts.
- B. elimination of noise.
- C. the potential information carrying capacity of a communication medium.
- D. confined to the digital form of communication.

ANSWER: C

151. The first documentary Nanook of the North was shot by:

- A. Sergei Eisenstein.
- B. John Grierson.
- C. Robert Flaherty.
- D. S. Sukhdev

ANSWER: C

152. \_\_\_\_\_ brings the information in a story up-to-date.

- A. Updates
- B. Deck
- C. Clippings
- D. Filters

ANSWER: A

153. Denotation and connotation are often described in terms of:

- A. Levels of meaning.
- B. Levels of understanding.
- C. Orders of signification.
- D. Measurement of meaning.

ANSWER: A

154. Publication in part of the total circulation of a newspaper or magazine is called as \_\_\_\_\_

- A. clipping.
- B. slant.

- C. split run.
- D. squib.

ANSWER: C

155. The first Indian documentary to win an international award in a foreign film festival was \_\_\_\_\_

- A. Mitraka Ki Yatra.
- B. Rajasthan Series I - Jaipur.
- C. Symphony of Life.
- D. Challenge of Everest.

ANSWER: B

156. Printed folder prepared for mailing without an envelope is called as \_\_\_\_\_

- A. clipping.
- B. slant.
- C. split run.
- D. self mailer.

ANSWER: D

157. \_\_\_\_\_ was the first amateur radio club to start functioning.

- A. Radio club of Calcutta
- B. Radio club of Madras
- C. Radio club of Bombay
- D. Radio club of Lahore

ANSWER: D

158. The government run broadcasting set up in India was called the \_\_\_\_\_.

- A. Public Broadcasting Service.
- B. Indian State Broadcasting Service.
- C. National Broadcasting Company.
- D. Indian Broadcasting company.

ANSWER: B

159. In \_\_\_\_\_, ISBS turned into AIR.

- A. June 1936.
- B. June 1927.
- C. May 1924.
- D. February 1922.

ANSWER: A

160. \_\_\_\_\_ generate mass mediated culture arising from elite, folk, popular and mass origins.

- A. Documentary
- B. Film
- C. News reels
- D. Docudrama

ANSWER: B

161. FTII stands for \_\_\_\_\_.

- A. Film and Television Institute of India.
- B. Film and Television Indian Institute.
- C. Film and Technology Institute of India.
- D. Film and Telecommunication Industry in India.

ANSWER: A

162. NFDC stands for \_\_\_\_\_.
- A. National Film Development Corporation.
  - B. National Film Directors Council.
  - C. National Film Direction Corporation.
  - D. National Film Development Council.

ANSWER: A

163. The three basic kinds of codes: logical, aesthetics and social was proposed by:
- A. Pierre Guiraud.
  - B. Umberto Eco.
  - C. Yuri Lotman.
  - D. Roland Barthes.

ANSWER: A

164. Satyajit Ray s \_\_\_\_\_, a one hour documentary narrated by Ray himself.
- A. Bala
  - B. Sikkim
  - C. The Inner Eye
  - D. Rabindranath Tagore

ANSWER: D

165. Listeners who fall within the target audience but rarely listen to a particular station are called as:
- A. Free listeners. .
  - B. Funky listeners.
  - C. Fringe listeners.
  - D. Focus listeners.

ANSWER: C

166. Listeners who spend a lot of time listening to a radio station are identified as \_\_\_\_\_
- A. core audience.
  - B. target audience.
  - C. segmented audience.
  - D. niche audience.

ANSWER: A

167. In Indian Cinema, the time period that was called as Silent Era is \_\_\_\_\_
- A. 1890 \_ 1940.
  - B. 1896 \_1930.
  - C. 1876 \_1910.
  - D. 1886 \_1920.

ANSWER: B

168. The first Indian Talkie \_\_\_\_\_ was directed by Ardeshir Irani.
- A. The Melody Of Love.
  - B. Indra Sabha.
  - C. Alam Ara.
  - D. Kannoan.

ANSWER: C



169. \_\_\_\_\_ are usually factual, informational in character and sometimes educational in content.

- A. Radio plays
- B. News reels
- C. Radio features
- D. Quizzes

ANSWER: C

170. \_\_\_\_\_ is a story told through sound alone.

- A. News Bulletins .
- B. Radio plays
- C. Documentaries
- D. News reels

ANSWER: B

171. A written outline of a radio or broadcast about a client is \_\_\_\_\_

- A. proposal.
- B. transcript.
- C. report.
- D. copy.

ANSWER: B

172. An article in a newspaper or magazine that expresses the opinion of its editor or publisher on a current issue is \_\_\_\_\_

- A. editorial.
- B. feature.
- C. write ups.
- D. article.

ANSWER: A

173. According to CBFC report of 2011, \_\_\_\_\_ is India's third largest film industry in terms of film produced.

- A. Tollywood.
- B. Kollywood.
- C. Bollywood.
- D. Bengali film industry.

ANSWER: B

174. An early movie theatre that charged an admission price of five cents per person is :

- A. Nickelodeon.
- B. Mickelodeon.
- C. Hickelodeon.
- D. Pickelodeon

ANSWER: A

175. . Going after specific slices of the radio audience that are especially attractive to advertisers is called as \_\_\_\_\_

- A. broadcasting.
- B. narrowcasting.
- C. multitasking.
- D. hollowcasting.

ANSWER: B

176. The ability of different media to interact with one another easily in parallel digital formats is called

\_\_\_\_\_

- A. analog.
- B. convergence.
- C. digital media.
- D. divergence.

ANSWER: B

177. A periodical that tells a story through pictures as well as words is a :

- A. Comic book.
- B. Code book.
- C. Consumer book.
- D. Commercial book

ANSWER: A

178. Starting time of a TV to radio programme is called as \_\_\_\_\_

- A. prime time.
- B. air time.
- C. main time.
- D. segment time.

ANSWER: B

179. Small circulation periodicals that cover scholarly topics, with articles typically edited and written by professors and researchers are known as \_\_\_\_\_

- A. newsletter.
- B. magazines.
- C. books.
- D. academic journals.

ANSWER: D

180. Print of a motion picture film used to check quality, before final printing is called as \_\_\_\_\_

- A. answer print.
- B. blue print.
- C. black print.
- D. slop print.

ANSWER: A

181. Launch of the \_\_\_\_\_ enabled subscribers to receive 20 radio channels via satellite on their FM receivers.

- A. Akashvani.
- B. Sky Radio Channel.
- C. Prasar Bharati.
- D. Vividh Bharati.

ANSWER: B

182. MySpace and Facebook are good examples of \_\_\_\_\_

- A. user generated content.
- B. MUDs.
- C. online services that failed.
- D. analog technology.

ANSWER: A

183. Web filters are computer programs that \_\_\_\_\_

- A. eliminate electronic noise in computers.
- B. block objectionable sites from coming into the computer.
- C. protect computers from harmful dust and dirt.
- D. are required during periods of national emergency.

ANSWER: B

184. In the film industry, the term treatment refers to \_\_\_\_\_

- A. the deference that a studio head pays to the star with a very successful track record.
- B. the effort made by an agent to get the green light for a spec script.
- C. a detailed outline of a proposed film.
- D. the effort that a studio makes in the development and promotion of a potential star.

ANSWER: C

185. \_\_\_\_\_ is means of transmitting signals to receivers through direct cable connections rather than over the air.

- A. Cable television.
- B. Satellite television.
- C. Analog connections.
- D. Digital connections.

ANSWER: A

186. What does the term DIG mean?

- A. TV signal is direct.
- B. TV signal is digital.
- C. TV signal is free to air.
- D. TV signal is parallel.

ANSWER: B

187. \_\_\_\_\_ is the term which is closely related to Marshall McLuhan.

- A. Melting pot
- B. Global Village
- C. Global city
- D. Global town

ANSWER: B

188. \_\_\_\_\_ is a community of people who share common interests, ideas, and feelings over the internet or other collaborative networks.

- A. Virtual Community
- B. Visual Community
- C. Virtual World
- D. Visual World

ANSWER: A

189. Informational film or television show with a unified subject or purpose is called as \_\_\_\_\_

- A. docudramas.
- B. documentary.
- C. movie.
- D. short film.

ANSWER: B

190. The aspect ratio of the standard television picture is \_\_\_\_\_.

- A. 4:3.
- B. 16:9.
- C. 10:12.
- D. 8:10.

ANSWER: A

191. Which is not the basic international systems of broadcasting?

- A. NTSC.
- B. NAB.
- C. PAL.
- D. SECAM.

ANSWER: B

192. When the color signals are combined in video it's referred to as \_\_\_\_\_

- A. composite video.
- B. analog video.
- C. non composite video.
- D. colour compatibility

ANSWER: A

193. The primary governing agency for broadcasting in the United States is the \_\_\_\_\_

- A. FTC.
- B. FCC.
- C. FBI.
- D. FAA

ANSWER: B

194. \_\_\_\_\_ is a person who presents news in a radio.

- A. News reader
- B. Correspondent
- C. Reporter
- D. News editor

ANSWER: A

195. The band of frequency on which radio/TV programme is put on the air is called\_\_\_\_\_

- A. panel.
- B. channel.
- C. kerner.
- D. tuner.

ANSWER: B

196. The process of rearranging recorded material into a logical sequence is called\_\_\_\_\_

- A. editing.
- B. publishing.
- C. producing.
- D. dubbing.

ANSWER: A

197. An important news received and put out briefly when a news bulletin is going on the air is called \_\_\_\_\_

- A. chunk.
- B. kicker.
- C. flash.
- D. lead.

ANSWER: C

198. CG in media writing stands for \_\_\_\_\_

- A. character generator.
- B. consumer giants.
- C. cut grouping.
- D. close grouping.

ANSWER: A

199. A pixel is \_\_\_\_\_

- A. a complete CCD sensor.
- B. an electric current.
- C. a charge-coupled device.
- D. a single picture element.

ANSWER: D

200. Vividh Bharati was started on \_\_\_\_\_

- A. October 30, 1984.
- B. January 28, 1985.
- C. October 2, 1957.
- D. August 15, 1993.

ANSWER: C

201. BGM in cinema means \_\_\_\_\_

- A. background magnification.
- B. background modification.
- C. background music.
- D. background movement.

ANSWER: C

202. In film, dialogues are in the sequence with \_\_\_\_\_

- A. plot.
- B. movement.
- C. characters.
- D. sound.

ANSWER: C

203. . In the question given below, an alternative is odd. Find the odd man out in this question?

- A. Newspaper.
- B. Radio.
- C. . TV.
- D. Cable TV.

ANSWER: D

204. The first experiment in local / community radio with FM facilities was conducted in \_\_\_\_\_

- A. Nagercoil.
- B. Nagaland.
- C. Bangalore.
- D. Hyderabad.

ANSWER: A

205. Which media would be ideal to attract the attention of children to sell chocolates to them?

- A. Radio.
- B. TV.
- C. Newspaper.
- D. Leaflets.

ANSWER: B

206. Which of the following do not provide entertainment to the targeted audience?

- A. TV programmes.
- B. Magazines.
- C. Newspaper features.
- D. Leaflets.

ANSWER: D

207. Who invented the TV?

- A. John Baird.
- B. Alexander Graham Bell.
- C. Francis Jenkins.
- D. Chester Carlson.

ANSWER: A

208. Which of the following is not a modern media?

- A. TV.
- B. Radio.
- C. Sculpture.
- D. Cinema.

ANSWER: C

209. Which media does not make the use of eyes and ears simultaneously?

- A. MMS.
- B. SMS.
- C. Cinema.
- D. TV advertisements.

ANSWER: B

210. \_\_\_\_\_ is a technique in which a task is broadcast to a wide network of participants.

- A. crowd sourcing.
- B. munching.
- C. placing.
- D. crunching.

ANSWER: A

211. A document that contains content items, often summaries of stories or blog posts that include web links to longer versions is known as \_\_\_\_\_.

- A. feed.

- B. comment.
  - C. publishing.
  - D. processing.
- ANSWER: A

212. FM channel was launched in \_\_\_\_\_ on August 15, 1993.

- A. Madras.
- B. Jalandhar.
- C. Bombay.
- D. Delhi.

ANSWER: D

213. \_\_\_\_\_ is a blog intended to share web links, typically found on a personal website or

- A. Link blogs.
- B. Forum.
- C. Art blog.
- D. Moblog.

ANSWER: A

214. \_\_\_\_\_ is the manner in which the news, headlines, pictures, advertisements etc go to make a newspaper arranged on page after page.

- A. Layout.
- B. Frame.
- C. Banner.
- D. Stretcher.

ANSWER: A

215. A form of website that allows readers to edit and contribute content directly is \_\_\_\_\_

- A. wikis.
- B. cookies.
- C. banner.
- D. forum.

ANSWER: A

216. WOM stands for:

- A. World of Media.
- B. World of Mobile.
- C. Word of Mouth.
- D. Websites for Marketing.

ANSWER: B

217. SECAM stands for \_\_\_\_\_

- A. Sequential Couleur a memoire.
- B. South East Company of Asian Media.
- C. Sequential Camera.
- D. South East Council of Asian Media.

ANSWER: A

218. Obit stands for \_\_\_\_\_

- A. obituary.
- B. orbit.

- C. optical line.
- D. obscure territory.

ANSWER: A

219. SEO stands for :

- A. Satellite Empowered Operation.
- B. Satellite Enhanced Operation.
- C. Single Element Operation.
- D. Search Engine Optimization.

ANSWER: D

220. A story that no other news paper has for a day is called\_\_\_\_\_

- A. kicker.
- B. exclusive.
- C. banner.
- D. stretcher.

ANSWER: B

221. \_\_\_\_\_ is a reporter who is out of town on duty and who corresponds with his head office.

- A. Correspondent.
- B. Freelancer
- C. Beat reporter
- D. Event reporter

ANSWER: A

222. A series of posts on a single topic is known as\_\_\_\_\_

- A. thread.
- B. comment.
- C. feed.
- D. message.

ANSWER: A

223. ABC stands for\_\_\_\_\_

- A. Audit Bureau of circulation.
- B. American Bureau of circulation.
- C. All Bureaus Circulation.
- D. Anti Burden Circulation.

ANSWER: A

224. Which among the following is not a talkie?

- A. The Melody of Love.
- B. Alam Ara.
- C. Draupathi.
- D. Indra Sabha.

ANSWER: C

225. FFC stands for \_\_\_\_\_

- A. Film Finance Corporation
- B. Film Funding Corporation.
- C. Film and Finance Council.
- D. Film Funding Council.



ANSWER: A

226. CBFC stands for \_\_\_\_\_

- A. Central Bureau of Film Company.
- B. Central Bureau of Film Certification.
- C. Central Bureau of Film Company.
- D. Central Board of Film Certification.

ANSWER: D

227. Where was the Film Division setup?

- A. Calcutta.
- B. Delhi.
- C. Lucknow.
- D. Bombay.

ANSWER: D

228. \_\_\_\_\_ documentaries are the collection of everything possible to illustrate the point being made about the subject.

- A. Dramatic
- B. Dialogue
- C. Compilation
- D. Biographical

ANSWER: C

229. Who among the following is a pioneer in parallel Cinema?

- A. Adoor Gopalakrishnan.
- B. D. W. Griffith.
- C. V. Shantharam.
- D. Ramesh Sippy.

ANSWER: A

230. FFC was established in the year \_\_\_\_\_

- A. 1960.
- B. 1962.
- C. 1965.
- D. 1961.

ANSWER: A

231. TRP is measured once in \_\_\_\_\_

- A. 5 days.
- B. 7 days.
- C. 14 days.
- D. 30 days.

ANSWER: B

232. The first television station in India was set up at Delhi in \_\_\_\_\_

- A. August 1959.
- B. October 1959
- C. September 1959.
- D. November 1959.

ANSWER: C

233. Colour TV transmission started in India in the year \_\_\_\_\_  
A. 1983.  
B. 1985.  
C. 1981.  
D. 1982.

ANSWER: D

234. The specialized language of a profession or trade is called \_\_\_\_\_  
A. jargon.  
B. cliches.  
C. punch.  
D. terms.

ANSWER: A

235. Discovery became a pay channel in India on \_\_\_\_\_  
A. May 15, 1999.  
B. March 29, 1999.  
C. April 2, 1999.  
D. June 12, 1999.

ANSWER: C

236. NWICO stands for \_\_\_\_\_  
A. New World Information and Communication Order.  
B. New Website for Information and Communication Organisation.  
C. National Wealth Information and Communication Order.  
D. New World Information and Communication Order.

ANSWER: A

237. VO in a script refers to \_\_\_\_\_  
A. video over.  
B. voice over.  
C. voice off.  
D. voice out.

ANSWER: B

238. Daniel Bell is a \_\_\_\_\_.  
A. sociologist.  
B. psychologist.  
C. anthropologist.  
D. methodologist.

ANSWER: A

239. A Radio advertisement is called \_\_\_\_\_  
A. spot.  
B. announcement.  
C. jingle.  
D. bulletin

ANSWER: A

240. Who opposed the freedom of speech and expression?

- A. Hegel and Mill.
- B. Marshall McLuhan.
- C. Edward MacBride.
- D. John Milton

ANSWER: A

241. The name or bit of information superimposed on TV screen is called as \_\_\_\_\_

- A. supers.
- B. banner.
- C. screen mark.
- D. flash.

ANSWER: A

242. CATV stands for \_\_\_\_\_

- A. Cable Television.
- B. Computer Aided Television.
- C. Community Antenna Television.
- D. Color Aided Television.

ANSWER: C

243. Radios national channel was inaugurated in the year \_\_\_\_\_

- A. 1982.
- B. 1988.
- C. 1989.
- D. 1985.

ANSWER: B

244. What is a junk mail?

- A. Unwanted mail.
- B. Bulk mail.
- C. Mail from unknown source.
- D. Group mail.

ANSWER: A

245. The first metro channel was introduced in the year \_\_\_\_\_

- A. 1983.
- B. 1984.
- C. 1985.
- D. 1986.

ANSWER: B

246. Web based newspapers and information \_\_\_\_\_

- A. do not cut into subscriptions or revenues for media outlets.
- B. are the primary way people become informed.
- C. are reducing the number of newspapers sold.
- D. are taking viewers away from tv.

ANSWER: A

247. Times of India is a good example for \_\_\_\_\_

- A. regional newspaper.
- B. local newspaper.

- C. state newspaper.
- D. national newspaper.

ANSWER: D

248. People who use media websites tend \_\_\_\_\_

- A. not to subscribe to newspapers.
- B. to detract from established media outlets.
- C. to be highly informed people who use the web to update their information.
- D. to avoid other media.

ANSWER: C

249. \_\_\_\_\_ television is digital and interactive, and offers up to a hundred subscription channels.

- A. Satellite.
- B. Cable.
- C. DTH
- D. SET.

ANSWER: C

250. BBC is also called as:

- A. Auntie.
- B. INTV.
- C. Wapasi.
- D. Essel.

ANSWER: A

Staff Name  
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