



**Dr.G.R.Damodaran College of Science**  
(Autonomous, affiliated to the Bharathiar University, recognized by the UGC)Re-  
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I BSC VISUAL COMMUNICATION [2017 – 2020]  
SEMESTER I

CORE: INTRODUCTION TO VISUAL COMMUNICATION – 111A  
Multiple Choice Questions.

1. Communication is derived from Latin word \_\_\_\_\_
- A. Communicare
  - B. Commonoun
  - C. Communicative
  - D. Commonality

ANSWER: A

2. Speaking + Listening =
- A. Non verbal Communication
  - B. Verbal Communication
  - C. Oral communication
  - D. Political communication

ANSWER: B

3. \_\_\_\_\_ is the utterance of speech in parameters of evaluation.
- A. Expression .
  - B. Familiarity
  - C. Pronunciation
  - D. Clarity

ANSWER: C

4. What is proxemics \_\_\_\_\_.
- A. The study of time sequence
  - B. The study of spatial communication
  - C. The study of pitch distance
  - D. The study of voice quality

ANSWER: B

5. What is the social distance covered in proxemics \_\_\_\_\_.
- A. 12 feet - 25 feet
  - B. 4feet - 12feet
  - C. 0-18 inches
  - D. 18 inches-4 feet

ANSWER: B

6. What makes people able to recognize you by your voice alone \_\_\_\_\_

- A. Stress
- B. Voice Quality
- C. .Pitch
- D. Rate

ANSWER: B

7. According to Edward T. Hall, in a normal conversation between two persons, less than \_\_\_\_\_ of the social meanings is actually transmitted by words.

- A. 65%
- B. .45%
- C. 35%
- D. 50%

ANSWER: C

8. Facial expression is an example of \_\_\_\_\_.

- A. Kinesics
- B. Gesture
- C. Posture
- D. Paralanguage

ANSWER: A

9. Non verbal signals vary from \_\_\_\_\_ to \_\_\_\_\_.

- A. Social to culture
- B. Culture to culture
- C. Culture to social
- D. social to social

ANSWER: B

10. In Japan the thumb is used to represent \_\_\_\_\_.

- A. 5
- B. 1
- C. 55
- D. 11

ANSWER: A

11. \_\_\_\_\_ form of written communication can be very simple for those who follow the guidelines.

- A. Letter writing
- B. Business writing
- C. copy writng
- D. .Personal writing

ANSWER: B

12. WPM \_\_\_\_\_

- A. Words pitch minute
- B. Words pitch million
- C. Words per million
- D. Words per minute

ANSWER: D

13. The IRS of e-mail \_\_\_\_\_

- A. Image Results Security
- B. Image Render security
- C. Image Reading Summary
- D. Image Reading Security

ANSWER: A

14. The Encoding/Decoding model of communication was first developed by \_\_\_\_\_

- A. Edward. T. Hall
- B. Stuart Hall
- C. Richard Hall
- D. Hoggart

ANSWER: B

15. The three parts of encoding are creation , adaptation and \_\_\_\_\_

- A. Transmission
- B. Transformation
- C. Reception
- D. Interpretation

ANSWER: A

16. A \_\_\_\_\_ message saves time and expense for both sender and receiver.

- A. Concreteness
- B. Clarity
- C. Concise
- D. Complete

ANSWER: C

17. Every organization has an \_\_\_\_\_ network ,a grapevine that supplements official channels.

- A. Formal communication
- B. Informal communication
- C. Personal communication
- D. Oral communication

ANSWER: B

18. \_\_\_\_\_ is any interference in the communication process that distorts the senders message.

- A. Perception
- B. Noise
- C. Filtering
- D. Distractions

ANSWER: B

19. \_\_\_\_\_ is similar to e-mail in concept, except that it does not require each user to have a computer.

- A. Voice mail
- B. Vendor mail
- C. Vet mail
- D. Voice In Mail

ANSWER: A

20. \_\_\_\_\_ offers the advantage of democracy, that is, more attention is focus on an idea than on who communities it.

- A. E-mail
- B. Computer conferencing
- C. Fax messages
- D. V- mail

ANSWER: B

21. The \_\_\_\_\_ theory of visual perception emerged from a simple observation.

- A. Semiotics
- B. Cognitive
- C. Gestalt
- D. Cognitive-Semiotics

ANSWER: C

22. The gestalt comes from the German noun that means \_\_\_\_\_.

- A. Object or posture
- B. Gesture
- C. Cognitive
- D. Form or shape

ANSWER: D

23. Discrete elements within a scene are combined and understood by the brain through a series of \_\_\_\_\_ fundamental principles of grouping.

- A. Four
- B. Three
- C. Two
- D. Six

ANSWER: A

24. . \_\_\_\_\_ given a choice by the brain, you will select the simplest and most stable form to concentrate on.

- A. Proximity
- B. Similarity
- C. Continuation
- D. Common fate

ANSWER: B

25. Another principle of gestalt psychology is \_\_\_\_\_.

- A. Proximity
- B. Similarity
- C. Continuation
- D. Common fate

ANSWER: D

26. One of the first uses of the gestalt principles was to explain the phenomenon of reversible figure and ground \_\_\_\_\_ patterns.

- A. Spatial
- B. Gesture
- C. Posture
- D. Positive

ANSWER: A

27. \_\_\_\_\_ a Danish gestalt psychologist, experimented with figure and ground patterns by drawing an object that could be interpreted as either a face or vase.

- A. Gitte Haslebo
- B. Helmuth Nyborg
- C. Edgar Rubin
- D. Carl Lange

ANSWER: C

28. M.C. Escher and \_\_\_\_\_ both of whom were influenced by the writings and findings of several gestalt psychologists.

- A. Gitte Haslebo
- B. Helmuth Nyborg
- C. Edgar Rubin
- D. Paul Klee

ANSWER: D

29. \_\_\_\_\_ a professor of psychology at Columbia university, found that the eyes of observers are constantly in motion as they scan an image.

- A. Mario Garcia
- B. Julian Hochberg
- C. Pegie Stark
- D. Rubin

ANSWER: B

30. \_\_\_\_\_ machines simply made obvious the eyes frenetic journey across a direct or mediated image.

- A. Eye -tracking
- B. Olfactory tracking
- C. High -Five
- D. Multi tracking

ANSWER: A

31. In 397 C.E., \_\_\_\_\_ the Roman philosopher and linguist, first proposed the study of signs.

- A. Augustine
- B. Socrates
- C. Plato
- D. Zeno

ANSWER: A

32. The three types of signs are Iconic signs, Indexical signs and \_\_\_\_\_ signs.

- A. Metonymic
- B. Symbolic
- C. Miscellaneous

D. Engraved signs

ANSWER: B

33. Carolyn Bloomer identifies several mental activities that can affect \_\_\_\_\_.

A. Visual perception

B. Mental perception

C. Perception

D. Selective perception

ANSWER: A

34. People have long used pictures as memory aids, or \_\_\_\_\_ to help themselves recall certain events or long verbal passages.

A. Metonymic

B. Semiotic

C. Mnemonics.

D. Tarot cards

ANSWER: C

35. \_\_\_\_\_ and cognitive approaches to visual communication state that the human mind is an infinitely complex living organism.

A. Metonymic

B. Semiotic

C. Mnemonics

D. Dissonance

ANSWER: B

36. \_\_\_\_\_ is a process of sending + receiving messages using images.

A. Vis.Com

B. Mass Com

C. Electrical Comm.

D. Information technology

ANSWER: A

37. Proportion is otherwise known as \_\_\_\_\_.

A. Frame

B. Scale

C. Design

D. Element

ANSWER: B

38. \_\_\_\_\_ can be defined as the ability to construct meaning from visual images.

A. visual art

B. visual basic

C. visual literacy

D. visual ability

ANSWER: C

39. \_\_\_\_\_ is about interpreting images of the present and past and producing images that effectively communicate the message to an audience.

- A. Visual Art
- B. Visual Basic
- C. Visual Literacy
- D. Visual Ability

ANSWER: C

40. The term Visual Literacy was first used by the writer \_\_\_\_\_ in 1968.

- A. John Debes
- B. Messaris
- C. Johnson
- D. Colbert

ANSWER: A

41. \_\_\_\_\_ defines visual literacy as the gaining knowledge and experience about the workings of the visual media coupled with a heightened conscious awareness of those work.

- A. John Debes
- B. Messaris
- C. Johnson
- D. Colbert

ANSWER: B

42. Visual literacy involves making \_\_\_\_\_ of the accuracy, validity and worth of images.

- A. Assumptions
- B. Judgements
- C. Criticism
- D. Justice

ANSWER: B

43. \_\_\_\_\_ is the form of Visual Communication.

- A. Postures
- B. Gestures
- C. Sculptures
- D. Scripts

ANSWER: B

44. \_\_\_\_\_ is the form of Visual Communication.

- A. Objects
- B. Postures
- C. Scripts
- D. Sculptures

ANSWER: A

45. \_\_\_\_\_ is the forms of Visual Communication.

- A. Signals
- B. Signs
- C. Polarities
- D. Marks

ANSWER: B

46. \_\_\_\_\_ is the form of Visual Communication

- A. Signals
- B. Polarities
- C. Symbols
- D. Marks

ANSWER: C

47. \_\_\_\_\_ is the form or building block of an image.

- A. Semantics
- B. Syntax
- C. Symbols
- D. Signs

ANSWER: B

48. Scale, dimension, motion are some of the examples of visual \_\_\_\_\_.

- A. Semantics
- B. Symbols
- C. Syntax
- D. Signs

ANSWER: C

49. \_\_\_\_\_ refers to the way images relate more broadly to issues in the world to gain meaning.

- A. Semantics
- B. Symbols
- C. Syntax
- D. Signs

ANSWER: A

50. \_\_\_\_\_ refers to the ways images fit into the cultural process of communication.

- A. Syntax
- B. Signs
- C. Visual Arts
- D. Visual Semantics

ANSWER: D

51. \_\_\_\_\_ are sensory media for learning.

- A. TV
- B. Radio
- C. Newspapers
- D. Computers

ANSWER: D

52. \_\_\_\_\_ provides a foundation for understanding and evaluating aesthetic intention and artistic skill.

- A. Visual Education
- B. Visual Communication
- C. Visual Arts
- D. Visual Basic



ANSWER: A

53. \_\_\_\_\_ is vital for understanding the visually intensive world in which we live.

- A. Visual Aid
- B. Visual Art
- C. Visual Analysis
- D. Visual Basic

ANSWER: C

54. \_\_\_\_\_ author of the novel Brave New World detailed his efforts to teach himself how to see more clearly in his work The Art of Seeing.

- A. Aldous Huxley
- B. William Shakespeare
- C. John Milton
- D. William Wordsworth

ANSWER: A

55. Sense, Select, Perceive are the three stages in \_\_\_\_\_ Visual Theory.

- A. Shakespeares
- B. Huxley
- C. John Milton
- D. Wordsworth

ANSWER: B

56. The goal of a visual communicator is to produce \_\_\_\_\_ so that the viewer will remember their content.

- A. photographs
- B. clear texts
- C. illustrations
- D. powerful Pictures

ANSWER: D

57. Since the invention of the camera, the \_\_\_\_\_ has been compared to its simple mechanism for focusing and capturing Light Drawings on film.

- A. lens
- B. eye
- C. lighting
- D. capturing

ANSWER: B

58. The \_\_\_\_\_ are the window to the soul.

- A. nose
- B. brain
- C. eyes
- D. memory

ANSWER: C

59. The brain processes images as four basic visual perception cases \_\_\_\_\_.

- A. Colour, Style, Depth & Movement

B. Colour, Style, Depth & Consistence

C. Mood, Movement, Depth & Colour

D. Colour, Form, Depth & Movement

ANSWER: D

60. Colour has three characteristics: \_\_\_\_\_.

A. chroma, aid & brightness

B. chrome, value & brightness

C. chroma, aid & lightness

D. chroma, moral& value

ANSWER: B

61. Chrome otherwise called as \_\_\_\_\_ refers to the name of the colour

A. blue

B. hue

C. due

D. hint

ANSWER: B

62. \_\_\_\_\_, otherwise called as saturation refers to the amount of colour concentration.

A. Chroma

B. Maturation

C. Value

D. Brightness

ANSWER: C

63. The common attribute of images that the brain responds to is the recognition of \_\_\_\_\_.

A. chroma

B. value

C. form

D. brightness

ANSWER: C

64. \_\_\_\_\_ defines the outside edges and the internal parts of an object and have three parts

A. Value

B. Aid

C. Form

D. Chroma

ANSWER: C

65. Form has three parts \_\_\_\_\_.

A. Size, Lines & Shapes

B. Codes, Lines & Shapes

C. Dots, Lines & Shapes

D. Colours, Lines & Shapes

ANSWER: A

66. The \_\_\_\_\_ is the simplest form that can be written.

- A. dot
- B. lines
- C. shape
- D. size

ANSWER: A

67. A \_\_\_\_\_ anywhere within a framed space demands immediate attention.

- A. line
- B. dot
- C. shape
- D. size

ANSWER: B

68. When dots of the same size are drawn so close together that there is no space between them, the result is \_\_\_\_\_.

- A. line
- B. dot
- C. shape
- D. size

ANSWER: A

69. \_\_\_\_\_ convey a mood of playfulness, suppleness and movement

- A. Diagonal Lines
- B. Straight Lines
- C. Dark Lines
- D. Curved Lines

ANSWER: D

70. If lines are Thick and Dark, their message is \_\_\_\_\_ and confident.

- A. strong
- B. weak
- C. wrong
- D. right

ANSWER: A

71. \_\_\_\_\_ form blank spaces that the eyes naturally want to inspect.

- A. Diagonal Lines
- B. Grouped Lines
- C. Straight Lines
- D. Curved Lines

ANSWER: B

72. \_\_\_\_\_ is the combination of dots and lines into patterns that occurs throughout nature and in graphic design.

- A. Colours
- B. Sizes
- C. Shapes
- D. Spaces

ANSWER: C

73. \_\_\_\_\_ is related to volume because when a basic shape has volume, it exhibits the illusion of weight and mass.
- A. Length
  - B. Depth
  - C. Breath
  - D. Strength
- ANSWER: B
74. \_\_\_\_\_ is the frame in which an image is located.
- A. Colour
  - B. Size
  - C. Shape
  - D. Space
- ANSWER: D
75. \_\_\_\_\_ is closely related to our ability to determine an objects distance.
- A. Colour
  - B. Shape
  - C. Size
  - D. Space
- ANSWER: C
76. Differences in \_\_\_\_\_ intensities can communicate depth
- A. Colour
  - B. Light
  - C. Shape
  - D. Size
- ANSWER: B
77. \_\_\_\_\_ is the placement of one object in front of another to give the illusion of depth.
- A. Interposition
  - B. Ex-position
  - C. Background
  - D. Dimension
- ANSWER: A
78. Objects positioned side by side without lighting from behind and simple line drawings do not communicate \_\_\_\_\_ depth.
- A. two-dimensional
  - B. three-dimensional
  - C. four-dimensional
  - D. visual
- ANSWER: B
79. \_\_\_\_\_ are intricately related concepts that find expression in visual messages.
- A. Time and Space
  - B. Size and Space
  - C. Shape and Space

D. Size and Time

ANSWER: A

80. \_\_\_\_\_ is the conclusion that is made by combining all of the information gathered by your sensual organs.

- A. Visual Sensation
- B. Visual Perception
- C. Visual Observation
- D. Visual Elegance

ANSWER: B

81. The strength of the \_\_\_\_\_ theory of visual perception is its attention to the individual forms that make up a pictures content.

- A. normative
- B. perceptual
- C. cognitive
- D. gestalt

ANSWER: D

82. \_\_\_\_\_ is the study or science of signs

- A. Semiotics
- B. Selectivity
- C. Constructivism
- D. Consumerism

ANSWER: A

83. The Greek word Eikon means \_\_\_\_\_.

- A. Colour
- B. Visual
- C. Image
- D. Shape

ANSWER: C

84. \_\_\_\_\_ signs are the easiest to interpret because they most closely resemble the thing they represent.

- A. Indexical
- B. Iconic
- C. Symbolic
- D. Visual

ANSWER: B

85. \_\_\_\_\_ signs have a logical, commonsense connection to the thing or idea they represent rather than a direct resemblance to the object.

- A. Iconic
- B. Visual
- C. Indexical
- D. Symbolic

ANSWER: C

86. \_\_\_\_\_ sign is the most abstract

- A. Iconic
- B. Visual
- C. Indexical
- D. Symbolic

ANSWER: D

87. \_\_\_\_\_ have no logical or representational connection between them and the thing they represent.

- A. Signs
- B. Symbols
- C. Size
- D. Shape

ANSWER: B

88. \_\_\_\_\_ messages are a powerful form of communication because they stimulate both intellectual and emotional responses.

- A. Visual
- B. Audio-Visual
- C. Audio
- D. Cognitive

ANSWER: A

89. \_\_\_\_\_ is thinking made visual.

- A. Sign
- B. Design
- C. Drawing
- D. Art

ANSWER: B

90. \_\_\_\_\_ design is the art and craft of bringing organized structure to a group of diverse elements, both verbal and visual.

- A. Visual
- B. Graphic
- C. Symbolic
- D. Western

ANSWER: B

91. The concept of good design constitute \_\_\_\_\_.

- A. a) Colour, Contrast, Balance & Unity
- B. Colour, Contrast, Rhythm & Unity
- C. Contrast, Balance, Unity & Shape
- D. Contrast, Balance, Rhythm & Unity

ANSWER: D

92. \_\_\_\_\_ refers to differences in colour, size, symbolism, time and sound in print or screen designs.

- A. Visual
- B. Contrast

C. Balance

D. Unity

ANSWER: B

93. A design with \_\_\_\_\_ that contrast with each other will create tension in the viewer.

A. Image

B. Photograph

C. Colours

D. Text

ANSWER: C

94. \_\_\_\_\_ refers to the spatial relationship between design elements and the size of the page or frame.

A. Contrast

B. Proportion

C. Colour

D. Shape

ANSWER: B

95. Every design should have a center of \_\_\_\_\_ impact.

A. Colour

B. Text

C. Visual

D. Attraction

ANSWER: C

96. A design with lot of \_\_\_\_\_ space is considered modern or classy

A. Black

B. Yellow

C. Red

D. White

ANSWER: D

97. A crowded design with little white space is viewed as \_\_\_\_\_.

A. Modern & Traditional

B. Traditional & Serious

C. Traditional & Classy

D. Serious & Classy

ANSWER: B

98. \_\_\_\_\_ refers to the placement of elements within a designs frame

A. Layout

B. Balance

C. Contrast

D. Image

ANSWER: B

99. \_\_\_\_\_ refers to the way design elements are combined to control movement of the viewers eye from one element to another.

- A. Layout
- B. Balance
- C. Unity
- D. Rhythm

ANSWER: D

100. \_\_\_\_\_ is the positioning of individual elements so that a viewer naturally views one and then another element in the order desired by the designer.

- A. Simplicity
- B. Screening
- C. Paging
- D. Sequencing

ANSWER: D

101. Simplicity is part of the \_\_\_\_\_.

- A. Unity
- B. Rhythm
- C. Balance
- D. Contrast

ANSWER: B

102. \_\_\_\_\_ is a simple design-one that contains few elements-will attract little viewer eye movement.

- A. Sequencing
- B. Screening
- C. Simplicity
- D. Paging

ANSWER: C

103. \_\_\_\_\_ is a matter of related content as well as stylistic consistency.

- A. Unity
- B. Rhythm
- C. Balance
- D. Contrast

ANSWER: A

104. \_\_\_\_\_ consistency refers to a design concept in which multiple pages or frames of a piece appear to be unified.

- A. Size
- B. Stylistic
- C. Colour
- D. Contrast

ANSWER: B

105. Art Nouveau was highly influenced by traditional \_\_\_\_\_ art.

- A. French
- B. Chinese
- C. Japanese
- D. American



ANSWER: C

106. \_\_\_\_\_ expressed artists rage with political leaders by the use of absurd, asymmetric designs.

- A. Dadaism
- B. Montage
- C. Art Nouveau
- D. Pop Art

ANSWER: A

107. Dada designers introduced \_\_\_\_\_ techniques.

- A. Art Nouveau
- B. Montage
- C. Pop Art
- D. Modern

ANSWER: B

108. \_\_\_\_\_ technique is what they cut out and arrange pieces of pictures on a page.

- A. Pop Art
- B. Art Nouveau
- C. Montage
- D. Post Modern

ANSWER: C

109. Photomontage innovation was best demonstrated by Sergei Eisenteins classic film \_\_\_\_\_.

- A. Anaconda
- B. Battleship Potemkin
- C. Cars-II
- D. Saw-V

ANSWER: B

110. \_\_\_\_\_ is the merge of computer, television and telephone.

- A. Galaxy Tab
- B. Typewriter
- C. Teleputer
- D. I-Pad

ANSWER: C

111. Marchall McLuhan termed new technology as The \_\_\_\_\_.

- A. Global Village
- B. Global Town
- C. Hyper City
- D. Sky Walker

ANSWER: A

112. WWW refers to \_\_\_\_\_.

- A. World Wide Web
- B. Web World Wide
- C. Wide Web World

D. Whole World Web

ANSWER: A

113. Informational graphics is also known as \_\_\_\_\_ graphics.

- A. Traditional
- B. Modern
- C. Info
- D. Latest

ANSWER: C

114. Info graphics is also known as \_\_\_\_\_ graphics.

- A. Traditional
- B. Modern
- C. Old
- D. New

ANSWER: D

115. \_\_\_\_\_ an English political economist, is considered by many to be the founder of info graphics.

- A. Marshall McLuhan
- B. Playfair
- C. Eisenstein
- D. Marcel Duchamp

ANSWER: B

116. In 1920, The American Allen DuMont invented the \_\_\_\_\_.

- A. Television
- B. Radio
- C. Cathode-Ray Tube
- D. Disc

ANSWER: C

117. CRT refers to \_\_\_\_\_.

- A. Cathode-Ray Tube
- B. Catholic-Ray Tube
- C. Classic-Ray Tube
- D. Classy-Ray Tube

ANSWER: A

118. \_\_\_\_\_ came up with the world television-a combination of hearing and seeing by radio.

- A. DuMont
- B. Vladimir
- C. Sarnoff
- D. Philo

ANSWER: C

119. In \_\_\_\_\_ listening we care about the other person and pay close attention and express our sorrow for their ills and happiness at their joys

- A. empathetic

- B. sympathetic
- C. group
- D. non-group

ANSWER: B

120. In the late 1950s, \_\_\_\_\_ technology revolutionized television production.

- A. Videotape
- B. Radiotape
- C. Cd
- D. DVD

ANSWER: A

121. Gestalt theory was profounded by \_\_\_\_\_.

- A. Max Wertheimer
- B. George Gesstattl
- C. Shannon and weaver
- D. McLuhan

ANSWER: A

122. Which of the following is not a factor of gestalt?

- A. Similarity
- B. Proximity
- C. Continuation
- D. Perception

ANSWER: D

123. In empathetic listening, we actually \_\_\_\_\_ what sender feels.

- A. avoid
- B. involve
- C. acknowledge
- D. do not care

ANSWER: C

124. VCR means \_\_\_\_\_.

- A. Video Cassette Recorder
- B. Visual Cassette Recorder
- C. Video Capturing Recorder
- D. Visual Capturing Recorder

ANSWER: A

125. \_\_\_\_\_ refers to the way images relate more broadly in the world to gain meaning

- A. Semiotics
- B. Syntax
- C. Semantics
- D. Perception

ANSWER: C

126. \_\_\_\_\_ does not come under Non verbal communication.

- A. Kinesics

- B. Paralanguage
- C. Vocal interferences
- D. Speaking

ANSWER: D

127. Which of the following is not a dynamic art?

- A. Animation
- B. Illustration
- C. Virtual reality
- D. Video

ANSWER: B

128. Work related communication with people outside the organization is called \_\_\_\_\_.

- A. Intra - operational
- B. extra-operational
- C. Personal
- D. Grapevine

ANSWER: B

129. CGI refers to \_\_\_\_\_.

- A. Computer Generated Input
- B. Classical Genre Images
- C. Computer Generated Images
- D. Clear Geographic Images

ANSWER: C

130. \_\_\_\_\_ is not a secondary color.

- A. Cyan
- B. Yellow
- C. Magenta
- D. Green

ANSWER: D

131. What is not the primary characteristic of Mass communication?

- A. Large reach
- B. Highly impersonal
- C. Presence of a Gatekeeper
- D. Unique audience

ANSWER: D

132. Which is not a part of Paralanguage?

- A. Volume
- B. Speaking rate/Pace
- C. Pitch
- D. Kinesics

ANSWER: D

133. \_\_\_\_\_ is the form or building blocks of images The pictorial structure and organization

- A. Syntax

- B. Semantics
- C. Semiotics
- D. Grammar

ANSWER: A

134. Which of the following is not static art?

- A. Illustration
- B. Photographic
- C. Video
- D. Modeled

ANSWER: C

135. The physical act of converting a page of text or an image into a series of pixels is called \_\_\_\_\_.

- A. Digitization
- B. Conversion
- C. Adaption
- D. Fluctuation

ANSWER: A

136. Words and \_\_\_\_\_ are two basic tools to help learners build new knowledge and skills.

- A. Graphics
- B. Graphs
- C. Pie Charts
- D. Charts

ANSWER: A

137. Graphics are \_\_\_\_\_ expressions of content that are designed to optimize learning and performance of organizations.

- A. Meta codes
- B. Iconic
- C. Pictorial
- D. Charts

ANSWER: B

138. \_\_\_\_\_ aim to translate information into a form that the human brain can retain better than its original form.

- A. Mnemonics
- B. Meta codes
- C. Signs
- D. Codes

ANSWER: A

139. The \_\_\_\_\_ visuals portray the appearance of lesson content.

- A. Representational
- B. Mnemonic
- C. Graphic
- D. Signs

ANSWER: A

140. \_\_\_\_\_ of very different surface features can be equally effective as long as they convey the message relevant to the instructional goal.

- A. Graphics
- B. Visuals
- C. Mnemonic
- D. Signs

ANSWER: B

141. The \_\_\_\_\_ visuals illustrate qualitative relationships among lesson content.

- A. Relational
- B. Organizational
- C. Interpretive
- D. Transformational

ANSWER: B

142. \_\_\_\_\_ visuals communicate movement and change over time or over space.

- A. Relational
- B. Organizational
- C. Transformational
- D. Interpretive

ANSWER: C

143. \_\_\_\_\_ graphics help learners build mental models of events or processes that are invisible, abstract or both.

- A. Relational
- B. Organizational
- C. Transformational
- D. Interpretive

ANSWER: D

144. \_\_\_\_\_ is based on a transformation of new information from the environment into a long-term memory .

- A. Learning
- B. Reading
- C. Entertainment
- D. Globalization

ANSWER: A

145. \_\_\_\_\_ refers to the limits of working memory.

- A. Learning
- B. Expression
- C. Knowledge
- D. Storage

ANSWER: B

146. Learning takes place when new content stored in the visual and in the \_\_\_\_\_ components of working memory are integrated.

- A. Phonetic

- B. Semantic
- C. Semiotic
- D. Mnemonic

ANSWER: A

147. Graphic effectiveness depends on graphic \_\_\_\_\_.

- A. Functionality
- B. Similarities
- C. Principles
- D. Instructional

ANSWER: A

148. If attention is directed toward new incoming information, the information is stored in a visual and \_\_\_\_\_ storage area in working memory.

- A. Visual
- B. Auditory
- C. Phonetic
- D. Long term

ANSWER: B

149. The visual and phonetic information must be organized to form a \_\_\_\_\_ idea.

- A. Concurrent
- B. Cohesive
- C. Visual
- D. Adhesive

ANSWER: B

150. Which of the following is not a primary colour

- A. Red
- B. Blue
- C. Cyan
- D. Green

ANSWER: C

151. \_\_\_\_\_ is a word processing program.

- A. Photoshop
- B. Excel
- C. Word
- D. Flash

ANSWER: C

152. \_\_\_\_\_ is an illustration program.

- A. Excel
- B. Adobe Illustrator
- C. PageMaker
- D. Premiere

ANSWER: B

153. \_\_\_\_\_ is spreadsheet software.

- A. Excel
- B. Word
- C. Flash
- D. PageMaker

ANSWER: A

154. \_\_\_\_\_ is a page layout program.

- A. Photoshop
- B. PageMaker
- C. Indesign
- D. Premiere

ANSWER: C

155. Which of the following is not a part of Decoding?

- A. Reception of the message
- B. Interpretation of the message
- C. Evaluation of the message
- D. Transmission of the message

ANSWER: D

156. \_\_\_\_\_ is a motion picture software.

- A. Indesign
- B. Photoshop
- C. QuarkXpress
- D. Final Cut Pro

ANSWER: D

157. \_\_\_\_\_ is a World Wide Web editor.

- A. Final Cut Pro
- B. QuarkXpress
- C. DreamWeaver
- D. Indesign

ANSWER: C

158. \_\_\_\_\_ is picture manipulation software.

- A. QuarkXpress
- B. Indesign
- C. Premiere
- D. Photoshop

ANSWER: D

159. VR is \_\_\_\_\_.

- A. Violent Record
- B. Virtual Reality
- C. Visual Reality
- D. Visual Remembrance

ANSWER: B

160. The ultimate software, hardware fusion is the technology called \_\_\_\_\_.



- A. Virtual Reality
- B. Motion Picture
- C. Robotics
- D. CPU

ANSWER: A

161. A communication that happens within ones self is

- A. Interpersonal communication
- B. Intrapersonal communication
- C. Mass Communication
- D. Extrapersonal communication

ANSWER: B

162. \_\_\_\_\_ is the first commercial Web Browser.

- A. AOL
- B. Netscape
- C. Yahoo
- D. Google

ANSWER: B

163. Anything that interferes the communication process is \_\_\_\_\_.

- A. Medium
- B. Sender
- C. Noise
- D. Receiver

ANSWER: C

164. HTML is \_\_\_\_\_.

- A. Hypertext Makeup Language
- B. Hint Markup Language
- C. Hyper Text Markup Language
- D. Hint Makeup Language

ANSWER: C

165. The Standard Protocol for web file creation is called \_\_\_\_\_.

- A. COBOL
- B. HTML
- C. JAVA
- D. C++

ANSWER: B

166. URL is \_\_\_\_\_.

- A. Uniform Resource Locator
- B. Universal Resource Locator
- C. Universal Research Locator
- D. United Resource Locator

ANSWER: A

167. \_\_\_\_\_ was created by David Filo and Jerry Yang.

- A. Google
- B. Yahoo
- C. AOL
- D. Internet Explorer

ANSWER: B

168. Wi-Fi means \_\_\_\_\_.

- A. Wired Fiction
- B. Wireless Fiction
- C. Wireless Fidelity
- D. Wired Fidelity

ANSWER: C

169. \_\_\_\_\_ is object produced by human effort.

- A. Handicraft
- B. Artefact
- C. Architecture
- D. Aesthetics

ANSWER: B

170. \_\_\_\_\_ is the number of frequencies allowed for a given signal.

- A. Artefact
- B. Bandwidth
- C. Analog
- D. Aspect Ratio

ANSWER: B

171. \_\_\_\_\_ is a single unit of information in a binary system.

- A. Bit
- B. Byte
- C. Megabyte
- D. Terabyte

ANSWER: A

172. \_\_\_\_\_ is a particular cultures system of values.

- A. Pathos
- B. Ethics
- C. Ethos
- D. History

ANSWER: C

173. \_\_\_\_\_ is any element that causes the viewer to feel for a subject on an emotional level.

- A. Ethos
- B. Pathos
- C. Deceive
- D. Deceive

ANSWER: B

174. \_\_\_\_\_ is the name of the first photographic process.

- A. Photography
- B. Oligography
- C. Heliography
- D. Geography

ANSWER: C

175. \_\_\_\_\_ is the photographic process using laser light beams to record images in 3D depth.

- A. Holography
- B. Oligography
- C. Heliography
- D. Photography

ANSWER: A

176. \_\_\_\_\_ is the method by which a web browser communicates with a web.

- A. HTML
- B. Visual Basic
- C. C++
- D. http

ANSWER: D

177. Http refers to \_\_\_\_\_.

- A. Hightext Transfer Protocol
- B. HyperText Transfer Protocol
- C. Hightext Transmission Protocol
- D. HyperText Transmission Protocol

ANSWER: B

178. \_\_\_\_\_ is Dr. Vannevar Bush's 1945 imagined device that predicted the Internet and World Wide Web.

- A. Apex
- B. Ajax
- C. Memic
- D. Memex

ANSWER: D

179. \_\_\_\_\_ is any procedure that aids the memory.

- A. Memex
- B. Dioramas
- C. Mnemonics
- D. Artifact

ANSWER: C

180. \_\_\_\_\_ are images that stand for objects, plants or animals.

- A. Posters
- B. Pictographs
- C. Autograph
- D. Graphs

ANSWER: B

181. \_\_\_\_\_ is any optically stimulating message that is understood by the viewer.
- A. Mass Communication
  - B. Electronics & Communication
  - C. Group Communication
  - D. Visual Communication

ANSWER: D

182. \_\_\_\_\_ is a collection of HTML files that present information to a World Wide Web User.

- A. Web Browser
- B. Website
- C. Search Engine
- D. WWW

ANSWER: B

183. \_\_\_\_\_ is any direct, mediated or mental picture.

- A. Visual Art
- B. Visual Communication
- C. Visual Message
- D. Visual Basic

ANSWER: A

184. \_\_\_\_\_ is a distinctively identifying symbol for a company, publication, or screen presentation.

- A. Banner
- B. Logo
- C. Design
- D. Caption

ANSWER: B

185. \_\_\_\_\_ is an element of an image that gives the illusion of distance and depth.

- A. Perspective
- B. Pathos
- C. Ethos
- D. Pictograph

ANSWER: A

186. An interview is a type of \_\_\_\_\_.

- A. Dyadic
- B. Multiadic Communication
- C. Mass Communication
- D. Group communication

ANSWER: A

187. What do you understand by GPRs ?

- A. The number of readers reading an advertisement
- B. the number of advertising insertions

- C. the number of points earned by an advertising campaign
- D. any one of these

ANSWER: B

188. In downward communication, message:

- A. flow from the bottom to the top of organization structure
- B. flow from the top of the bottom of organization structure
- C. are meant to be exchanged between members of the top brass
- D. in same platform

ANSWER: B

189. Which of the following is not a response ability of the media?

- A. Dissemination of the news
- B. Commenting on the contemporary socio-political scenario
- C. Passing remarks on the personal living of film stars
- D. spreading the information

ANSWER: C

190. The art of listening can help a persons become a good communication. How that so?

- A. He would become more patient if listens to the other person
- B. If he listens to the other person careful he would be able to understand viewpoint with case and thus send his message to him accordingly
- C. Good listeners can become good executives and leaders
- D. Patient listeners quite often win the hearts of speaker.

ANSWER: D

191. Which of the following is not a traditional media?

- A. Literature
- B. Painting
- C. TV
- D. . Music

ANSWER: C

192. Cinema is an \_\_\_\_\_

- A. visual media.
- B. audiovisual media.
- C. audio media.
- D. print media.

ANSWER: B

193. Dyadic communication is the transfer of messages from a person:

- A. to another person and vice versa
- B. to a group of persons
- C. to a mass audience
- D. to more than two persons

ANSWER: A

194. The promoter of a product cannot deliver the following to a mass audience through the currently used media vehicles:

- A. information
- B. music
- C. products
- D. he can deliver literally anything through such vehicles

ANSWER: C

195. What is a house journal?

- A. It is magazine of a publishing group that is given free of cost to some readers
- B. It is a private in house magazine that is circulated among the members of a firm, industry, or trade, and it conveys the views of the management of other people working in hat firm/industry/trade.
- C. It is a low-cost edition of a top selling magazine that is sold to specific market niches at a low cost.
- D. internal journal for the employee

ANSWER: B

196. Which of the following is true for informal communication?

- A. It has a high speed
- B. It promotes better high speed
- C. It enhances performances of people through the use of grapevine
- D. It promotes harmony and resolves many problems

ANSWER: C

197. What is a media plan?

- A. A blueprint of execution schedule of an advertising campaign
- B. An annexure of a media brief
- C. A costing sheet for a media brief
- D. Another name for n advertising campaign

ANSWER: A

198. \_\_\_\_\_ are broad based communication systems that reach a large and diverse audience.

- A. Social media
- B. Mass media
- C. Digital media
- D. Electronic media

ANSWER: B

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

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

ANSWER: C

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

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

ANSWER: C

201. In the print media, the GPR is equal to the:

- A. number of advertising insertions in one campaign
- B. product of frequency and the average size of the household
- C. product of reach and the average size of the household
- D. product of reach to house holds

ANSWER: A

202. Mass communication is \_\_\_\_\_.

- A. is meant for delivering message to the residents of a city
- B. does not need technology based media
- C. is an impersonal tools for delivering information to the masses
- D. is more effective than dyadic communication so far as reach is concerned

ANSWER: C

203. Reach and frequency of an adverting is calculated by studying the audience over a period of \_\_\_\_\_.

- A. 3 months
- B. 4 weeks
- C. 6 weeks
- D. 4 months

ANSWER: B

204. Identify the true statement:

- A. A faulty telephone line is a barrier to communication
- B. Semantics is the technique of forming new words and phrases
- C. The full form of CNN is California network and news
- D. The national herald once belonged to the TOI group

ANSWER: A

205. A group discussion is a form of \_\_\_\_\_.

- A. dyadic communication
- B. multiadic communication
- C. mass communication
- D. organization communication

ANSWER: B

206. Silence is also a form of \_\_\_\_\_.

- A. protest
- B. rebellion
- C. communication
- D. dissent

ANSWER: C

207. In order to deliver the message to the right set of audience \_\_\_\_\_.

- A. market segmentation is done
- B. market testing is done
- C. the number of insertions per week is increased
- D. the duration of the message is increased in one particular advertisement

ANSWER: A

208. Which of the communication has an emotional appeal?

- A. Intrapersonal communication
- B. Interpersonal communication
- C. Group communication
- D. group communication

ANSWER: B

209. Audience and feedback are the two main components of \_\_\_\_\_.

- A. intrapersonal communication
- B. interpersonal communication
- C. mass communication
- D. group communication

ANSWER: C

210. The reach of mass media is quite strong in India, but comparatively, the access to them is very weak. This statement is \_\_\_\_\_.

- A. definitely true
- B. probably true
- C. definitely false
- D. probably false.

ANSWER: A

211. Speaker-Speech-Audience are the elements of whose model of communication?

- A. Cloud. Shannon
- B. Aristotle
- C. Harold Lasswell
- D. Wilbur Schramm.

ANSWER: B

212. Who introduced the concept of noise in his model of communication?

- A. Wilbur Schramm
- B. George Gerbner
- C. Charles E Osgood
- D. Claud Shannon & Warren Weaver

ANSWER: D

213. Which of the following enforce people to search and ask for a product or service?

- A. Consuming motive
- B. Motive of being a detective
- C. Buying motive
- D. promotion

ANSWER: C

214. When did the discounts in advertising begin to be offered?

- A. Mid of eighteenth century
- B. Dawn of nineteenth century
- C. Mid of nineteenth century
- D. Beginning of nineteenth century



ANSWER: C

215. In which stage of Interpersonal Communication lowers our social guard a little?

- A. The Personal Stage
- B. The Intimate Stage
- C. The Phatic Stage
- D. The Intermediate Stage

ANSWER: A

216. The Advertising Agencies Association of India was established in \_\_\_\_\_.

- A. 1945
- B. 1942
- C. 1950
- D. 1939

ANSWER: A

217. Advertising agency with highest Gross Income in India is \_\_\_\_\_.

- A. Mudra communication ltd
- B. Hindustan Thompson Associate ltd.
- C. Ogilvy and Mather ltd.
- D. Sasi Advertising ltd

ANSWER: B

218. Public Relations Communications should be based on:

- A. truth
- B. knowledge
- C. full Information
- D. fact

ANSWER: D

219. Public Relations aim to build a favorable opinion. This can be achieved by \_\_\_\_\_.

- A. giving eloquent speeches
- B. increasing production
- C. genuine action and honest
- D. advertising communication

ANSWER: C

220. Public relations are described as a planned activity. This is because it involves \_\_\_\_\_.

- A. reaching the targeted audience
- B. budgeting
- C. evaluation of public opinion
- D. all of the above

ANSWER: D

221. Communication needs a \_\_\_\_\_.

- A. sender
- B. receiver
- C. channel
- D. all of the above

ANSWER: D

222. Communication helps in \_\_\_\_\_.

- A. persuasion
- B. entertainment
- C. integration
- D. all of the above

ANSWER: D

223. Intrapersonal communication is \_\_\_\_\_.

- A. person-to-person contact
- B. talking to oneself
- C. when more than two persons are involved
- D. silence

ANSWER: B

224. Which of the communication has an emotional appeal?

- A. Intrapersonal communication
- B. Interpersonal communication
- C. Group communication
- D. Mass communication

ANSWER: B

225. Audience and feedback are the two main components of \_\_\_\_\_.

- A. intrapersonal communication
- B. interpersonal communication
- C. mass communication
- D. group communication

ANSWER: C

226. Which is most effective communication model that identifies the source message, content, channel, audience etc.?

- A. Brown model
- B. Harold Lasswell model
- C. Donne Honey model
- D. Westly model

ANSWER: B

227. What influence the attitudes?

- A. Value symbols
- B. Events
- C. Appeals through, communication
- D. All of the above

ANSWER: D

228. In a process of communication, the final object of Feed-back is \_\_\_\_\_

- A. to bring desirable change in the process of communication.
- B. to understand about the content.
- C. to identify the defects of the communication.

D. to diagnose the limits of the message sender.

ANSWER: A

229. The main limit of Mass communication is \_\_\_\_\_

- A. It is very costly for the receiver.
- B. It takes much time in message production.
- C. Its success depends on the message producers.
- D. The fed-back system is in a poor state.

ANSWER: D

230. In which of the following situation the students can interact to one another in more liberal (free) environment?

- A. In discussions with in the small group
- B. By using film projector
- C. By TV viewing
- D. In Experts lectures

ANSWER: A

231. Which on of the following is not treated as an obstacle in the way of effective communication?

- A. A long statement
- B. An inadequate statement
- C. A brief statement
- D. A statement which permits the listener to derive the conclusions

ANSWER: C

232. In all formal and informal communications the following quality is comprised of \_\_\_\_\_.

- A. structured
- B. unstructured
- C. discrimination
- D. similarity

ANSWER: D

233. Generally communication the position of perception, retention and recall will be:

- A. like source variables
- B. like message variables
- C. like message receivers
- D. like channel variables

ANSWER: D

234. Which of the following step you keep in priority for an effective communication?

- A. To select a channel for communication
- B. To plan a evolution procedure
- C. To specify the objectives of communication
- D. To select various types of media for communication

ANSWER: C

235. In an effective communication there is no need of \_\_\_\_\_.

- A. modulations in voice and speech.
- B. adequate gestures.

C. mastery over the content.

D. hand some personality.

ANSWER: D

236. An effective communication produces in receiver \_\_\_\_\_.

A. happiness.

B. acceptance.

C. its access to other people.

D. thinking.

ANSWER: B

237. The effective communication will be taken place if \_\_\_\_\_

A. the source is attractive autocratic.

B. the message is designed according to the listeners.

C. the latest communication technology has been employed.

D. the receiver is passive to receive the message.

ANSWER: B

238. Which of the following group is not making a communication process defective in a classroom?

A. Receiving -Evaluating - Focusing

B. Evaluating -focusing - Eliciting

C. Evaluating -focusing -Exaggerating

D. Evaluating -Eliciting - Exaggerating

ANSWER: D

239. The advantage of the Feed-back in the process of communication is \_\_\_\_\_.

A. it clarifies the communication

B. it is a beneficial in understanding of the subject-matter

C. it diagnose the defects in message sender or communicator

D. it explores the defects in receiver

ANSWER: A

240. Feed back of a message comes from \_\_\_\_\_.

A. satellite.

B. media.

C. audience.

D. communication

ANSWER: C

241. Telephone conversation is a form of \_\_\_\_\_ communication.

A. non verbal

B. mass

C. media

D. informal

ANSWER: D

242. Communication within oneself is \_\_\_\_\_ communication.

A. verbal

B. non verbal

- C. intrapersonal
- D. interpersonal

ANSWER: C

243. While giving a lecture, encoding occurs at the level of \_\_\_\_\_

- A. speaker.
- B. receiver.
- C. both.
- D. none.

ANSWER: C

244. Circular passed in a notice board is a type of \_\_\_\_\_ communication.

- A. non formal.
- B. informal.
- C. non verbal.
- D. formal.

ANSWER: D

245. Interactive CD ROMs can best be described as \_\_\_\_\_.

- A. information
- B. education
- C. entertainment
- D. infotainment

ANSWER: A

246. Traffic signal is examples of \_\_\_\_\_ communication.

- A. oral
- B. written
- C. mass
- D. non verbal

ANSWER: D

247. Mass communication involves \_\_\_\_\_

- A. identifiable source.
- B. large audience.
- C. message.
- D. channel.

ANSWER: B

248. A regulator of the mass media is \_\_\_\_\_

- A. Investment.
- B. law.
- C. Content.
- D. reach.

ANSWER: B

249. The sender of message is also known as \_\_\_\_\_

- A. inventor.
- B. distributor.

C. encoder.  
D. invoker.  
ANSWER: C

250. The audience of satellite TV channel is \_\_\_\_\_

A. limited.  
B. massive.  
C. geographical.  
D. uniform.  
ANSWER: B

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