



Dr.G.R.Damodaran College of Science
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II MASTER OF JOURNALISM AND MASS COMMUNICATION [2016-18]
SEMESTER III
ELECTIVE I: RADIO AND TELEVISION JOURNALISM- 364V1
Multiple Choice Questions.

1. Direct quotations are common. The person being quoted may be identified at the start, middle, or end of the quote_____

- A. Radio
- B. Television
- C. Internet
- D. Newspaper

ANSWER: D

2. The inverted pyramid news structure, the first paragraph of the story called as _____

- A. Lead
- B. Body
- C. Conclusion
- D. None of the above

ANSWER: A

3. . _____an edited an interview narrated with stories actualities. It could also to a refer to a clip or actuality

- A. Ambience
- B. Segment
- C. Narration
- D. None

ANSWER: B

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

- A. Noise.
- B. Barriers.
- C. Semantics.
- D. Problem due linguistic difference.

ANSWER: C

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

- A. Aural Communication.
- B. Non-Verbal Communication.
- C. Visual Communication.
- D. Verbal Communication.

ANSWER: C

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

- A. Grapevine.
- B. Gossip.
- C. Informal Communication.
- D. Formal Communication.

ANSWER: D

7. Dyadic is a term related to _____

- A. Interpersonal Communication.
- B. Intrapersonal Communication.
- C. Group Communication.
- D. Linear Communication.

ANSWER: A

8. In the question given below. Find the odd man out.

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

ANSWER: A

9. Broadcast media is linked with _____

- A. Books.
- B. Radio
- C. Telephone.
- D. Internet.

ANSWER: B

10. Which of the following is NOT a barrier of communication?

- A. Semantic Noise.
- B. Political Manipulation.
- C. Personal Emotions.
- D. Information.

ANSWER: D

11. Headlines are generally given by _____

- A. Page Designer.
- B. Sub-Editors.
- C. Reporters.
- D. Free Lancers.

ANSWER: B

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

- A. Radio.
- B. News paper
- C. TV
- D. Leaflets

ANSWER: C

13. A journalist should not be _____ while covering an event.

- A. impartial

- B. meticulous
- C. domineering
- D. inquisitive

ANSWER: C

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

- A. TV programmers
- B. Magazines
- C. News paper features
- D. Leaflets

ANSWER: D

15. Who developed the first paper for the mankind?

- A. The Chinese .
- B. The Sumerians
- C. The Aryans
- D. The Mayans

ANSWER: A

16. Who invented the TV?

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

ANSWER: B

17. The MMS is a/an _____

- A. visual Media.
- B. audio Media. .
- C. audio visual Media.
- D. print Media

ANSWER: C

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

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

ANSWER: C

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

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

ANSWER: C

20. Which of the following would not give us city information?

- A. Radio.
- B. TV
- C. Seminar

D. P A system
ANSWER: C

21. Reach and frequency of an advertisement is calculated by studying the targeted audience over a period of _____

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

ANSWER: B

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

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

ANSWER: C

23. Bar charts and histogram are often used to represent economic data. Which media are using them now-a-days?

- A. Only TV.
- B. TV and news paper.
- C. All types of media.
- D. Only magazines.

ANSWER: C

24. In the following in which is the lead, bring the central issues of the discussion at first

- A. Narrative Lead
- B. Expressive Lead
- C. Contrast Lead
- D. Summary Lead

ANSWER: D

25. What is the full form of CATV?

- A. Community Action Televised View.
- B. Community Antenna Television.
- C. Conduit for Antenna Television.
- D. Conductor for Antenna Television.

ANSWER: B

26. Which one of the following message can be sent to the mass audience at very low cost?

- A. An advertisement of potato chips.
- B. A schedule of the polio campaign. .
- C. The news of expansion of the union ministry.
- D. d. Information about the screening of a new movie in city theatre

ANSWER: D

27. Who started Bengal Gazette?

- A. Prem Batiya.
- B. Dayal Singh Majitua.
- C. James Augustus Hicky.

D. Master Tara Singh.

ANSWER: C

28. The term Press normally does not include_____

- A. Magazines.
- B. Internet Web Sites.
- C. News Papers.
- D. Journals.

ANSWER: B

29. Mumbai Vartaman was started in the year_____

- A. 1835.
- B. 1830.
- C. . 1833.
- D. 1831.

ANSWER: B

30. A group discussion is a form of_____

- A. Dyadic communication.
- B. Multiadic communication.
- C. Mass communication.
- D. Linear communication.

ANSWER: B

31. In 1946, the World Service of_____was created.

- A. Reuters.
- B. Associated Press.
- C. UPI.
- D. AFP.

ANSWER: B

32. In which year was the first news agency founded?

- A. 1830.
- B. 1832.
- C. 1833.
- D. 1835.

ANSWER: D

33. In which year INS decided to merge with AP?

- A. 1958.
- B. 1956.
- C. 1957.
- D. 1960.

ANSWER: A

34. Which news agency is a post war successor to the Agence Havass?

- A. Associated Press.
- B. Reuters.
- C. TASS.
- D. Agence France Presse.

ANSWER: D

35. Which is NOT the quality of the reporter?

- A. Team spirit.
- B. Outgoing nature.
- C. A nose for the news.
- D. Editing interviews for use

ANSWER: D

36. The TV channel National Geographic is owned by _____

- A. Ted Turner group.
- B. Fox Broadcasting Company.
- C. Zee TV group.
- D. BBC.

ANSWER: B

37. When was MTV started in India?

- A. In 1992.
- B. In 1996.
- C. In 1999.
- D. In 2001.

ANSWER: B

38. ESPN is a channel owned by _____

- A. Ted Turner.
- B. ZEE telefilm group.
- C. Walt Disney.
- D. BBC

ANSWER: C

39. In the following specialized reporting beat, in which is the reporting focuses on the person lives of people.

- A. Economic Reporting
- B. Crime Reporting
- C. Sports Reporting
- D. Cultural Reporting

ANSWER: D

40. Lokmat is being published in three languages. They are:

- A. English Hindi and Bangali.
- B. Marathi English and Hindi.
- C. Kannada Gujarathy and Marathi.
- D. Bengali Hindi and Kannada.

ANSWER: B

41. The first draft on the right to information was prepared by the _____

- A. PCI in 1998.
- B. Supreme in 1992.
- C. Parliament in 1996.
- D. The PCI in 1996.

ANSWER: D

42. Which of the following is an example of network media?

- A. Video conferencing.
- B. Telephone.
- C. TV.
- D. Newspaper.

ANSWER: A

43. Which one of the following is most perishable?

- A. A book.
- B. A newspaper.
- C. A magazine.
- D. Inland Letter.

ANSWER: D

44. When was the PTI established?

- A. In 1964.
- B. In 1969.
- C. In 1945.
- D. In 1970.

ANSWER: C

45. The chat show We The People is telecasted from_____

- A. Star TV network.
- B. CNN.
- C. Nickelodeon.
- D. Zee TV network.

ANSWER: A

46. The Vernacular Press Act 1878 was also called.

- A. Lyttons Act.
- B. Gagging Act.
- C. Full Control Law.
- D. Coercive Control Law.

ANSWER: A

47. The multilingual TV network of India was_____

- A. ZEE.
- B. Jain.
- C. Germany.
- D. Etc.

ANSWER: A

48. The Freedom of Information Act was passed in Britain in_____

- A. January, 2003.
- B. November, 2000.
- C. April, 2002.
- D. March, 1998

ANSWER: B

49. Who started Tribune?

- A. Prem Batiya.

- B. Dayal Singh Majitua.
- C. James Augustus Hicky.
- D. Master Tara Singh.

ANSWER: B

50. The term libel normally refers to_____

- A. defamation.
- B. contempt of court.
- C. copy rights.
- D. none of the above.

ANSWER: B

51. Sun is a tabloid being published from_____

- A. Kolkatta.
- B. San Francisco.
- C. London.
- D. Gotenberg.

ANSWER: C

52. The first newspaper meant for publication was announced in the year_____

- A. 1771.
- B. 1772.
- C. 1776.
- D. 1770.

ANSWER: C

53. Press council of India has how many members.

- A. 25.
- B. 26.
- C. 27.
- D. 28.

ANSWER: D

54. Where is the Film and Television Institute of India situated?

- A. Mumbai.
- B. Delhi.
- C. Chennai.
- D. Pune.

ANSWER: D

55. The films division is the re-established form of which British organisation?

- A. Indian Broadcasting Company.
- B. Publications Division.
- C. British Board of Film Classification.
- D. Film Finance Corporation.

ANSWER: C

56. After which newspaper Television was introduced in India?

- A. Reformer.
- B. Bombay Herald.
- C. Samachar Darpan.

D. Bengal Gazette.

ANSWER: D

57. Who made the registration of newspapers compulsory in 1835?

- A. Lord William Bentick.
- B. Sir Charles Met Calfe.
- C. John Adams.
- D. John Augustus Hicky.

ANSWER: B

58. Who, amongst the following is associated with parallel cinema?

- A. Akshay Kumar.
- B. Praksh Mehra.
- C. Govind Nihalani.
- D. Mukesh Rishi.

ANSWER: C

59. The famous movie Deewar was based on the life of _____

- A. Chhota Rajan.
- B. Haji Mustan.
- C. Mudaliyar.
- D. None of these.

ANSWER: B

60. The term ' Modus Operandi' used for the _____

- A. Interview
- B. Press Conference
- C. Reporting
- D. None of the above

ANSWER: A

61. Colour TV was introduced in India in the year.

- A. 1950.
- B. 1982.
- C. 1979.
- D. 1985.

ANSWER: B

62. The satellite used to launch the SITE was _____

- A. Soyuz T-6.
- B. VAST-b.
- C. INSAT 1-A.
- D. ATS-6.

ANSWER: D

63. In India the frequency of FM channels varies from.

- A. 88-108 MHz.
- B. 70-80MHz.
- C. 42b.4-500 MHz.
- D. 150-189 MHz.

ANSWER: A

64. If TV can be linked to a daily news paper, cinema can be linked to a_____

- A. manager.
- B. novel.
- C. short story.
- D. poem.

ANSWER: B

65. In which one of the media, the reader is not an active consumer of news of information?

- A. News paper.
- B. Internet.
- C. TV.
- D. Book.

ANSWER: B

66. The coverage by various media of the murder case of Maddumitha Sukla was an example of.

- A. Citizen journalism.
- B. Sensational journalism.
- C. Crime reporting.
- D. Yellow journalism.

ANSWER: B

67. In the case of radio, the focus is on using sound to

- A. Paint a picture
- B. Paint a wall
- C. Paint a scene
- D. none of the above

ANSWER: A

68. FFC stands for_____

- A. Film Finance Corporation.
- B. Finance Film Corporation.
- C. Film Funding Corporation.
- D. Full Film Control.

ANSWER: A

69. When was the National Film Development Corporation established?

- A. 1975.
- B. 1982.
- C. 1983.
- D. 1986.

ANSWER: A

70. Who among the following is pioneer on parallel cinema?

- A. Akshay Kumar.
- B. Prakash Mehra.
- C. Govind Nihalani.
- D. Mani Kaul.

ANSWER: D

71. The SITE was inaugurated in_____

- A. December, 1947. .
- B. August, 1975.
- C. March, 1981.
- D. August, 1979

ANSWER: B

72. Which news paper was started as a Bengali paper but later, changed into an English paper?

- A. Indian Mirror.
- B. Kesari.
- C. Miraj-ul-Akhbar.
- D. Amir Bazar Patrika.

ANSWER: D

73. Who started Dharamvir from Africa in 1912?

- A. Mahatma Anand Swami.
- B. Madanjith.
- C. Bhawani dayal Sanyasi.
- D. N.Ram Gopal.

ANSWER: C

74. The pioneer was started in Allahabad in the year_____

- A. 1890.
- B. 1865.
- C. 1901.
- D. 1923.

ANSWER: B

75. DD Bharathi is available through which of the following satellite?

- A. INSAT 1-B.
- B. PAS 10.
- C. INSAT 1E.
- D. PAS-4.

ANSWER: B

76. Which was the first movie of Abhishek Bachan?

- A. Sharath.
- B. Refugee.
- C. Lion.
- D. Dhoom.

ANSWER: B

77. The first movie in South India was_____

- A. Shankaracharya.
- B. Alamara.
- C. Keechak Wadham.
- D. Bhuwan Shome.

ANSWER: C

78. The gamut of yellow journalism does not include_____

- A. Slime games.
- B. Mud-slinging exercises.

- C. live coverage of news and events.
- D. smear campaigns.

ANSWER: C

79. Who among the following was NOT a member of the First Press Commission?

- A. Acharya Narendra Dev.
- B. R.Bhat.
- C. N.C. Menon.
- D. T.N.Singh.

ANSWER: C

80. The second press commission was headed by_____

- A. Soli Sorab Ji.
- B. P.K Goswmi.
- C. A.R. Bhat.
- D. T.N Singh.

ANSWER: B

81. The Indian Cinematographic Act was passed in the year_____

- A. 1952.
- B. 1921.
- C. 1956.
- D. 1909.

ANSWER: A

82. Which one was the first news paper of USA to become electronic on July 1, 1980?

- A. Future.
- B. Popular Science.
- C. The Columbia Despatch.
- D. Time.

ANSWER: C

83. Which method is used for receiving information market based feedback system?

- A. Audience Decision Making.
- B. Direct feedback.
- C. Media Review.
- D. All The Above.

ANSWER: D

84. In which language was Amrita Bazar Patrika first published before changing over to English language.

- A. Hindi.
- B. Urudu.
- C. Bengali.
- D. Punjabi.

ANSWER: C

85. The name given to the first radio programme was_____

- A. India Radio Times.
- B. The Indian Listener.
- C. Akashvani.

D. East India Company.

ANSWER: A

86. 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

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

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

ANSWER: B

88. According to Wilbur Schramm which one of the following is a value free asset?

- A. Culture.
- B. Religion.
- C. Technology.
- D. Society.

ANSWER: C

89. According to P.C. Joshy radio and TV where.

- A. One-way communication means.
- B. Two-way communication means.
- C. One-way as well as two-way communication means .
- D. Intra communication.

ANSWER: A

90. The process of mass communication is not _____

- A. Asymmetrical.
- B. Personal.
- C. Anonymous.
- D. Effect on Large Scale

ANSWER: B

91. Which of the following is NOT a glaring feature of mass culture?

- A. Non-elite nature.
- B. Non-technical character.
- C. Homogenised.
- D. Non-commercial.

ANSWER: C

92. Lassa Kaul award is given by.

- A. The Hindustan Times.
- B. The Times of India.
- C. Akashvani.
- D. India Today.

ANSWER: D

93. In 1961 India first school of television service was commissioned at_____

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

ANSWER: D

94. The mass media are educators and propagandist. Which theory of press supports this ideology?

- A. Libertarian.
- B. Communist.
- C. Authoritarian.
- D. Social Responsibility

ANSWER: C

95. The Vivid Bharathi service of AIR was started in_____

- A. April, 1948.
- B. October, 1957.
- C. December, 1950.
- D. June, 1957.

ANSWER: B

96. Akahata, a news paper of Japan, has a tilt towards the_____

- A. Capitalist ideology.
- B. Communist ideology.
- C. Free market system.
- D. Authoritarian system.

ANSWER: A

97. AIR Service was started in_____

- A. 1935
- B. 1936
- C. 1937
- D. 1938

ANSWER: B

98. Which news agency was providing news to the Indian newspaper during the pre-independence era?

- A. a. The AFP.
- B. b. The CANA.
- C. c. Reuters.
- D. d. The IRNA.

ANSWER: C

99. The AFP was carved out of _____

- A. Havas news agency.
- B. Associated Press.
- C. The CANA.
- D. The NANAP

ANSWER: A

100. The News paper published by M K Gandhi was_____

- A. Reformer.
- B. Harijan. .
- C. Indian Opinion.
- D. The Hindu

ANSWER: B

101. The large number of English news paper is published from.

- A. Mumbai.
- B. Chennai.
- C. Hyderabad.
- D. Delhi.

ANSWER: D

102. Which is the first Marathi daily to be published from Bombay after independence?

- A. Maharashtra Times.
- B. Loksatta.
- C. Bombay Durpun.
- D. Dig Durshan.

ANSWER: B

103. Who is the head of News Service Division?

- A. Editor In charge.
- B. Directional officer.
- C. Director General.
- D. Managing Director.

ANSWER: C

104. Festinger formulated the _____

- A. consistency theories.
- B. social Responsibility Theories.
- C. authoritarian Theories.
- D. free Press Theories.

ANSWER: B

105. Diffusion of innovations theory was proposed by?

- A. Everett Rogers.
- B. Abraham Maslow.
- C. Harold Lasswell.
- D. McQuail.

ANSWER: A

106. S-M-C-R Model was proposed by?

- A. David Berlo.
- B. Shannon.
- C. Weaver.
- D. Abraham Maslow

ANSWER: A

107. Dyadic communication is the transfer of message from a person.

- A. To Another Person & Viceversa.
- B. To A Group Of Person.

- C. To A Mass Audience.
- D. To Individuals.

ANSWER: A

108. The pioneer of silent feature film in India is _____

- A. Gopalakrishnan.
- B. Dhundiraj Govind Palke.
- C. Sathyajitray.
- D. Dadha Sahib Palkhe.

ANSWER: B

109. How many news agencies are there in India.

- A. 345
- B. 302
- C. 312
- D. 320

ANSWER: D

110. The Hindi wing started by PTI is called _____

- A. UNIVARTHA.
- B. Samachar Bharti.
- C. PTI Bhasha.
- D. Hindusthan Samachar.

ANSWER: C

111. An Exploratory interview normally used for _____

- A. Investigative Journalist
- B. Interpretative Journalist
- C. Citizen Journalist
- D. None of the above

ANSWER: A

112. Who opposed the freedom of speech and expression?

- A. Milton.
- B. Plato.
- C. Hegel.
- D. Mill.

ANSWER: A

113. Mass communication is _____

- A. meant for delivering messages to the public.
- B. a technology based media vehicles.
- C. an impersonal tool for delivering informations to the masses.
- D. none of these.

ANSWER: A

114. In which year PRASAR BHARATHI the autonomous broadcasting corporation of India was set up?

- A. 23rd November 1997.
- B. 15th August 1992.
- C. 26 January 1998.

D. 26th March 1995

ANSWER: A

115. Doordarshan-India the international Channel is in operation form.

- A. 1995.
- B. 1997.
- C. 1999.
- D. 1996.

ANSWER: D

116. The 1948, the conference of freedom of information was held in.

- A. Newyork City.
- B. Colombo.
- C. Davos.
- D. Geneva.

ANSWER: A

117. _____ refers to playing a previously recorded voice track over a visual portion .

- A. Music tracks.
- B. Lip syncs.
- C. Pre-recorded voice-over.
- D. Sound effects.

ANSWER: C

118. The relation between sound and the picture is known as _____

- A. sound perspective.
- B. visual perspective.
- C. videospace.
- D. sound mixing

ANSWER: A

119. In the following, which is not elements of radio script.

- A. Human Voice
- B. Music
- C. Sound Effects
- D. Expressive

ANSWER: D

120. Libertarianism Theory is also known as?

- A. Free Press Theory.
- B. Authoritarian Theory.
- C. Communist Theory.
- D. Social Responsibility Theory.

ANSWER: A

121. In the print media, the GPRS is equal to the _____

- A. number of advertising insertion is 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. number of advertisement reached to the audience.

ANSWER: A

122. Who enforced the vernacular Press Act?

- A. Lord Canning.
- B. Lord Lytton.
- C. Queen Victoria.
- D. East India Company

ANSWER: B

123. Multi track recorders were first introduced for the use of _____

- A. advertising industry.
- B. film industry.
- C. dubbing industry.
- D. commercial recording industry.

ANSWER: C

124. When was the moving transmission of TV started?

- A. 1980.
- B. 1985.
- C. 1987.
- D. 1989.

ANSWER: C

125. The type of microphone that is simply a desk or hand held mike that is mounted is _____

- A. stand microphone.
- B. hand microphone.
- C. headset microphone.
- D. boom microphone.

ANSWER: A

126. Surveillance relates to what function in communication.

- A. Entertainment.
- B. Education.
- C. Information.
- D. Development.

ANSWER: C

127. Who among the following was the only one Indian costume designer got Oscar Award?

- A. Ritu Beri.
- B. Bhanu Aditya.
- C. Monisha Bajaj.
- D. J.J. Valaya.

ANSWER: C

128. Who was the chairman of first press council of India?

- A. V.K.R V Rao.
- B. T.N Sing.
- C. G.S Rajadhyasksha.
- D. Swarn Sing.

ANSWER: C

129. The term TRP stands for _____

- A. Total Regression Profile.
- B. Tally Rating Point.
- C. Television Rated Purchase.
- D. Television Rating Point

ANSWER: D

130. The most commonly used microphone in television is_

- A. Lavalier Microphones.
- B. Boom Microphones.
- C. Stand Microphones.
- D. Hand Microphones

ANSWER: A

131. Bal Gangathar Tilak was associated with _____

- A. Hindu.
- B. Maratha.
- C. Bombay times.
- D. Indian Gazette.

ANSWER: C

132. India first colour feature was _____

- A. Shankarajarya.
- B. Jhansi Ki Rani.
- C. Kheechak Vadham.
- D. Bhuvan Shome.

ANSWER: B

133. In the following, in which is the news values denotes the geographical area.

- A. Prominence
- B. Proximity
- C. Timeliness
- D. Impact

ANSWER: B

134. The fourth Estate is a name generally given to the press, but previously it was the name given by _____

- A. The press regulation authority of USA.
- B. The elite writers of Europe.
- C. The press of England.
- D. The news agencies.

ANSWER: A

135. Sathyajithray started his career as film director in the year _____

- A. 1966.
- B. 1954.
- C. 1957.
- D. 1958.

ANSWER: B

136. USES AND GRATIFICATION THEORY was proposed by?

- A. Katz.
- B. Abraham Maslow.
- C. McQuail.
- D. Rubin and Bantz.

ANSWER: A

137. Which of the following is not a part of traditional media of India?

- A. Puppet theatre.
- B. Folk dance.
- C. Sculptures.
- D. Radio.

ANSWER: D

138. Find the odd women out among the following?

- A. Nalini Singh.
- B. Soni Sangwan.
- C. Shoba De.
- D. Tavleen Singh.

ANSWER: A

139. Which of the following is not a desirable quality in a reporter?

- A. Bias.
- B. Speed.
- C. Curiosity.
- D. Gift of the gab.

ANSWER: A

140. A newspapers news desk can receive news from its own Journalists, new agencies and

_____.

- A. competitors.
- B. the masses.
- C. the net.
- D. previous issues of the newspaper.

ANSWER: C

141. In which year was the National film Archives of India established?

- A. 1960.
- B. 1962.
- C. 1963.
- D. 1966.

ANSWER: A

142. The costliest film made in India is _____.

- A. Sholay.
- B. Endhiran.
- C. Raaz.
- D. Don.

ANSWER: B

143. Which was the year of inauguration of The Times of India?

- A. 1838.

- B. 1861.
- C. 1866.
- D. 1826.

ANSWER: B

144. _____ advertising is embedded in programming

- A. Television
- B. Radio
- C. Internet
- D. All

ANSWER: A

145. Radio structure of industry _____

- A. AM/ FM
- B. Public Radio
- C. Cable radio
- D. All

ANSWER: D

146. In the following in which is not hard news beat _____

- A. Crime
- B. Politics
- C. Human Interest Stories
- D. Business

ANSWER: C

147. Radio is also called the _____ medium.

- A. Companion medium
- B. Intimate medium
- C. Flexible medium
- D. None

ANSWER: A

148. The formal script is similar to the television drama script _____

- A. Radio Script
- B. Semi script
- C. Actual script
- D. None

ANSWER: A

149. _____ are created by some kind of movement, such as a car racing by or a jet passing overhead.

- A. Action sounds
- B. Setting sounds
- C. Symbolic sounds
- D. None

ANSWER: A

150. _____ is defined as preparing for publication or public presentation.

- A. Editing
- B. Rearranging
- C. Cutting & Rearranging

D. None

ANSWER: A

151. Modern newsroom computer systems can automatically calculate the duration of a story based on the number of words and the newsreaders _____

A. Reading rate.

B. Brief rate

C. Script Rate

D. None

ANSWER: A

152. -----provides a new way of organizing and accessing information in on your computer by using metadata.

A. Spotlight

B. Talk

C. Frequency

D. Quizzes

ANSWER: A

153. Antennas help to radiate radio frequency energy_____

A. Electromagnetic waves

B. Amplitude

C. Frequency

D. Phase

ANSWER: A

154. The long distance transmission of electromagnetic waves popularly known as_____

A. Radio waves

B. Ground Waves

C. Short Waves

D. None

ANSWER: A

155. In the following in which is not soft news beat_____

A. culture

B. education

C. fashion

D. crime

ANSWER: D

156. Stages of radio production

A. Pre Production

B. Post Production

C. Production

D. All

ANSWER: D

157. The written copy of the words to be spoken during a radio programme.

A. Semiscript

B. Scribt

C. Bulletin

D. None

ANSWER: B

158. _____ a person who presents or announces programmes over radio for the public.

- A. Listener
- B. Television
- C. Broadcaster
- D. None

ANSWER: C

159. A person or a group of people who form the target audience of radio programmes.

- A. Listener
- B. News
- C. Broadcaster
- D. None

ANSWER: A

160. In which the most important news appears in the middle of the story, should be avoided _____

- A. Buried Lead
- B. Soft Lead
- C. Anchor Lead
- D. None

ANSWER: A

161. A Radio format _____

- A. Sound effects
- B. News
- C. Television
- D. Internet

ANSWER: A

162. A short segment of actuality is called a _____

- A. Grap
- B. News
- C. Television
- D. Script

ANSWER: A

163. _____ any method of news that is published rather than printed.

- A. Internet
- B. Television
- C. Print journalism
- D. Broadcast journalism

ANSWER: D

164. Which film has won 11 Oscars other than the film Titanic?

- A. Bicycle Thief.
- B. Ben-Hur.
- C. Slum dog millionaire.
- D. All tha above

ANSWER: B

165. The News Division of DD (in Delhi) is supported by _____Regional News Units

- A. 10.
- B. 17.
- C. 20.
- D. 16.

ANSWER: B

166. The research and Reference Division does not publish the following journal.

- A. INDIA 100.
- B. Dairy.
- C. Development diagest.
- D. Disha.

ANSWER: D

167. Who differentiate between hot and cold messages?

- A. Marshall Mc Luhan.
- B. Wilbur Schramm.
- C. Raymond Williams.
- D. Vel Geilgnd.

ANSWER: A

168. Cinema is _____

- A. visual Media.
- B. audio Visual Media.
- C. audio Media. .
- D. print Media

ANSWER: B

169. TRPs of TV serials calculated for a period of_____

- A. 10 days.
- B. 14 days.
- C. 7 days.
- D. 21 days.

ANSWER: B

170. When was the first TV station set up in India?

- A. 1963.
- B. 1958.
- C. 1959.
- D. 1979.

ANSWER: B

171. What was the other name of Hickys Bengal gazette?

- A. The Bengal news.
- B. Calcutta General Advertiser.
- C. Bengal Journal.
- D. Bengal Hakarv.

ANSWER: B

172. TRAI stands for_____

- A. Television Regulatory Authority of India.
- B. Television Research Authority of India.
- C. Telecom Regulatory Authority of India.
- D. Telephone Regulatory Association of India.

ANSWER: C

173. ASCI stands for_____

- A. Advertising Standards Council of India.
- B. Agile Standards Council of India.
- C. Asian Standards Council of India.
- D. American Standards Council of India.

ANSWER: A

174. A free press is essential to any democratic political system because_____.

- A. no one should have to spend money to obtain information.
- B. having an informed citizenry is one way to protect democracy.
- C. the press can easily be co-opted by the government.
- D. people like to read.

ANSWER: B

175. Broadcasting began in india a private radio service in madras started in the year of

- A. 1923
- B. 1924
- C. 1925
- D. 1926

ANSWER: B

176. The term yellow journalism is derived from.

- A. Lurid, Illustrated News Accounts Associated With Hearst And Pulitzer Newspapers.
- B. The Poor Quality Paper That Was Historically Used For Newspapers.
- C. A Type Of Paper Used To Publish Newspapers.
- D. News Stories Which Occur In The Late Evenings.

ANSWER: A

177. Reading and/or viewing the news in America has decreased over the past few decades with the exception of .

- A. Listening To Radio Newscasts.
- B. Reading The Newspaper.
- C. Accessing News Sites On The Internet.
- D. Viewing The Local TV News.

ANSWER: C

178. The equal time rule specifies that.

- A. Radio And Television Must Give Free Advertising Time To Candidates whose Campaign Funds Have Run Low.
- B. Political Advertisements Must Be Offered At A Standard Price Across The Country.
- C. c. Candidates Must Be Allowed Equal Time On Radio and Television, As Well as Equal Coverage in Newspapers And Magazines.
- D. Candidates Must Be Permitted Equal Time, Whether Paid or Free, On Radio and Television.

ANSWER: D

179. The regulation that required radio and television stations to air all sides of a particular issue was known as _____.

- A. Fairness Doctrine.
- B. Consensus Doctrine.
- C. Equal Time Rule.
- D. Prior Restraint.

ANSWER: A

180. Social scientists generally agree that the mass media perform which of the following functions?

- A. Surveillance of world events.
- B. Socialization of individuals into cultural settings.
- C. Education of individuals about world events.
- D. All of the above.

ANSWER: D

181. Investigative journalism is different from yellow journalism.

- A. People Associated With The Latter Were Not "Real" Journalists.
- B. In That Investigative Journalists Are Paid More Money.
- C. In The Amount Of Time And Resources Spent On A Particular Story.
- D. In Making Greater Use of Technology.

ANSWER: C

182. Collectively, the Federal Communication Commission's three rules for regulating political content on radio and TV is known as _____.

- A. the Public Information Doctrine.
- B. the Doctrine Of Political Communication.
- C. the Equal Time Rule.
- D. the Scarcity Doctrine.

ANSWER: D

183. Published speech that is untruthful, malicious, damaging to a person's reputation or good name and thus not protected the First Amendment is called.

- A. hate Speech.
- B. obscenity.
- C. libel.
- D. slander.

ANSWER: C

184. According to the text, which of the following may be "performing a function formerly the domain of political parties, unions, and civil groups" by connecting people with the political process?

- A. Public Opinion Polls.
- B. Talk-Radio.
- C. Internet Blogs.
- D. Grassroots Lobbying.

ANSWER: B

185. During presidential campaigns the media tends to focus on:

- A. The Election Rules.
- B. The Voters.
- C. The Candidates.
- D. The Political Process

ANSWER: C

186. Which of the following would typically not be done by a candidate attempting to counter negative advertising?

- A. Ignore the attack.
- B. Defend against the charges.
- C. Attack the credibility of the accuser.
- D. Quit the race.

ANSWER: D

187. The Radio program World of the Wars was directed by _____

- A. Orson Welles
- B. Orson Williams
- C. William Jury
- D. Canmicheal

ANSWER: A

188. The key advantage of Broadcast Journalism to Print Journalism is _____

- A. Voice.
- B. Immediacy.
- C. Brevity.
- D. Clarity.

ANSWER: B

189. An accusation of wrong doing without proof is called as _____

- A. Non libelous.
- B. Attribution.
- C. Indictments.
- D. Perception.

ANSWER: D

190. Perhaps the most successful use of radio by a politician was:

- A. Roosevelt Fireside Chats.
- B. Carter Malaise speech.
- C. Bush speech just after the 9-11 attacks.
- D. Nixon Checkers speech

ANSWER: A

191. Which of the following is responsible for voters rarely ever hearing a detailed explanation about an issue from a presidential candidate?

- A. The strong speaking abilities of candidates that make longer statements unnecessary.
- B. The decreasing time-frame of a televised sound bite.
- C. The weak speaking abilities of candidates that make longer statements painful.
- D. The growing inability of Americans to understand the complicated policymaking process.

ANSWER: B

192. What famous chronicler of the rise of Nazi power started his professional life on the copy desk?

- A. William Shirer.
- B. Ambrose Bierce.
- C. Ernie Pyle.
- D. Jack London.

ANSWER: A

193. Le Figaro is which country oldest newspaper?

- A. France.
- B. Germany.
- C. Italy.
- D. Canada.

ANSWER: C

194. What American newspaper was dynamited in 1910 by union activists?

- A. Detroit Free Press.
- B. Los Angeles Times.
- C. Baltimore Sun.
- D. Dallas Morning News.

ANSWER: A

195. Name the newspaper publisher, known for his sensationalism, who cabled this message to one of his correspondents: "You furnish the pictures and I ll furnish the war.

- A. Katharine Graham.
- B. William Randolph Hearst.
- C. Alberto Ibarguen.
- D. Arthur Sulzberger

ANSWER: D

196. Thomas Carlyle wrote that significant political power is in the collective hands of journalists whom he called the_____

- A. Third Estate.
- B. Fifth Dimension.
- C. Scum of the earth. .
- D. Fourth Estate

ANSWER: D

197. what does stand for ISBS?

- A. Indian State Broadcasting Service
- B. Indian State Broadcasting Station
- C. both A&B
- D. None of the above

ANSWER: A

198. What is yellow journalism?

- A. Old news.
- B. Cowardly reporting.
- C. Propaganda.
- D. Sensationalized news.

ANSWER: D

199. What do the initials H. L. stand for in Mencken's name?

- A. Henry Louis.
- B. Hap Lucky.
- C. Harold Lutenberg.
- D. Hans Leipzig.

ANSWER: B

200. An editor talking about "hatches, matches, and dispatches" is talking about births, marriages, and _____

- A. Divorce.
- B. Assignment to the farm beat.
- C. Obituaries.
- D. Foreign news

ANSWER: A

201. What function of journalism focuses on educating not only the students but also the people in the community?

- A. Education
- B. Developmental
- C. Documentation
- D. visualization

ANSWER: B

202. It act as a guardian to the students right and serves as an eye to the reader, what function is this.

- A. Visual.
- B. Laboratory.
- C. Watchdog.
- D. gatekeeper.

ANSWER: C

203. Which of the following functions pertains to referring journalism as a teaching tool for budding journalist?

- A. Entertainment.
- B. Laboratory.
- C. Documentation.
- D. Edutainment.

ANSWER: D

204. The climax is always presented in the first paragraph in which of the following style(s).

- A. Pyramid.
- B. Inverted pyramid only
- C. Literary only.
- D. Inverted pyramid and lite

ANSWER: A

205. Which of the following is NOT an advantage of the inverted pyramid style?

- A. Presents facts rapidly and simply.
- B. Makes page layout easier.
- C. Makes writing headlines easier.
- D. Make paragraph easier.

ANSWER: D

206. The most important aspect of a news story is based on what news element?

- A. The who.
- B. The when.
- C. The where.

D. The news.

ANSWER: C

207. What is the purpose of a summary lead?

- A. To present the essential facts quickly.
- B. To give details to satisfy reader interest.
- C. To make it possible for an editor to cut the story at any point.
- D. To give the story coherence

ANSWER: A

208. Which of the following types of leads is NOT a novelty lead?

- A. Picture.
- B. Contrast.
- C. Summary.
- D. Direct address

ANSWER: C

209. Which of the following is a contrast lead?

- A. From debutante to grease monkey is the goal of Navy woman Doris Barnes.
- B. Dazed but gratefully alive, EM3 Donald Clark struggled o his feet, rubbed his arms, and admitted that 440 volts are a lot of volts.
- C. Killer Cain strikes again!
- D. Who would have ever thought that FT2 George Regan was timid

ANSWER: D

210. Novelty leads are sometimes used for which of the following purposes?

- A. To attempt to answer all the five Ws and the H.
- B. To add variety to a newspaper story.
- C. To give a strong narrative element.
- D. To introduce a chronological order.

ANSWER: A

211. When should you identify the subject of a news story by more than just name?

- A. When the person is not well known to the readers.
- B. When the person is a familiar public official.
- C. When the action of the story is more important than the person involved.
- D. When the person is one of a group of persons involved in the action.

ANSWER: A

212. What is the best source of ideas for feature stories?

- A. Suggestions from readers.
- B. News stories in the daily papers.
- C. Navy news handouts.
- D. News releases from local and national organizations.

ANSWER: A

213. What is the critical consideration for the feature story writer?

- A. Word choice.
- B. Consideration of the target audience.
- C. Whether to write a straight news or feature story.
- D. Permission to write the article.

ANSWER: C

214. Navy journalists most often can place feature stories in commercial newspapers when they write them to emphasize which of the following topics?

- A. The importance of the event.
- B. New equipment.
- C. Individual Navy members.
- D. The background of the event.

ANSWER: B

215. A fact taken from the news page maybe developed into a good feature article if it is written to reflect what interest?

- A. Local.
- B. National.
- C. International.
- D. regional.

ANSWER: A

216. What type of lead can be used in a feature story?

- A. Summary only.
- B. Novelty only.
- C. Summary or novelty.
- D. Any standard news or magazine style

ANSWER: A

217. What are the parts of a feature story?

- A. Body, bridge and sum-nary.
- B. Lead, body and ending.
- C. Lead, bridge and body.
- D. Bridge, body and ending.

ANSWER: B

218. What is the strength of radio advertising?

- A. Ability to reach segmented audience.
- B. Short lead times.
- C. Low cost per thousand.
- D. All the above

ANSWER: D

219. Which is not a problem with television advertising?

- A. Inability to achieve impact.
- B. Clutter.
- C. Erosion of audience.
- D. Escalating the cost.

ANSWER: A

220. Who is the chairman of UTI?

- A. G.R.Damodaran.
- B. M.M.Damodaran.
- C. N.M.Singh.
- D. Mohamed Hanzare.

ANSWER: B

221. Camera signal output without a sync is called _____

- A. Black burst.
- B. Generator.
- C. Composite video.
- D. Non- Composite video.

ANSWER: D

222. What is the meaning of circulation in the parlance of the print media?

- A. Number of copies printed.
- B. Number of copies sold.
- C. Number of editions.
- D. Number of readers.

ANSWER: C

223. Which camera tubes has minimum lag?

- A. VIDICON.
- B. PLUMDICON.
- C. SATICON.
- D. iconoscope.

ANSWER: B

224. Points included in the coverage of any games are _____

- A. Final score.
- B. Name of players.
- C. Crucial moments of the game.
- D. All the above

ANSWER: A

225. The part of visible spectrum where camera pick-up tubes have the greatest output is.

- A. Red.
- B. Blue.
- C. Yellow green.
- D. Infra red.

ANSWER: C

226. Special effects and production switching is done by _____

- A. CCU.
- B. ENG.
- C. SEG.
- D. CCN.

ANSWER: C

227. The gamma of the picture tube is.

- A. 0.45
- B. 1.0
- C. 1.4
- D. 2.2

ANSWER: D

228. A journalist who writes news, views and articles about the crime scenario is

- A. Investigative reporter.
- B. Crime reporter.
- C. Special correspondent.
- D. Free lancer.

ANSWER: A

229. In gamma correction the _____ is stretched by the picture tube.

- A. black
- B. grey
- C. white
- D. red

ANSWER: C

230. What is the usual heater voltage for picture tube?

- A. 1.6V
- B. 5.6V
- C. 6.3V
- D. 9.3V

ANSWER: A

231. What is a sound bite?

- A. Digital audio signal that identify a radio station.
- B. The first line of a TV announcer.
- C. A quotation used on radio to express the idea.
- D. An audio command gives by the TV/radio producer to TV newscaster

ANSWER: C

232. The number of guest handle by a radio presenter should normally not exceed

- A. Four
- B. Three
- C. Two
- D. There is no limit guest

ANSWER: B

233. The DTH system would not work without_____

- A. CATV connection.
- B. Telephone line.
- C. Smart card.
- D. Conventional linear antenna

ANSWER: C

234. Static convergence is done for the_____of the screen.

- A. centre
- B. edge
- C. left
- D. right

ANSWER: A

235. Who is known as the father of Indian language journalism?

- A. Raja Ram Mohan Roy.

- B. Vivekanantha.
- C. Bhupendra Nath Dutta.
- D. V.d.Savarka

ANSWER: A

236. Which of the Indian agency was a subsidiary of the Reuters?

- A. PTI.
- B. API.
- C. UNI.
- D. AFP.

ANSWER: C

237. Which news agency was founded in U.S.A in 1907?

- A. Reuters
- B. AP
- C. UPI
- D. AFP

ANSWER: D

238. Closed ended type of question are questions called for _____

- A. Simple yes-no
- B. Agree disagree answers.
- C. Multiple choice type of response
- D. All the above

ANSWER: A

239. AFP belongs to which country:

- A. The Netherlands
- B. Belgium
- C. France
- D. Mexico

ANSWER: C

240. The color with the most luminance is _____

- A. blue
- B. red
- C. yellow
- D. black

ANSWER: C

241. Which film was nominated for Oscar in 2002?

- A. Lagaan
- B. Sholay
- C. Water
- D. Chakdey India

ANSWER: A

242. India s largest news paper agency is _____

- A. FBI
- B. UTI
- C. UNI

D. PTI

ANSWER: B

243. What is the full form of CANA?

- A. Canadian news agency.
- B. Caribbean news agency.
- C. Colombian News agency.
- D. Calcutta news agency

ANSWER: A

244. Mira Nair won the GOLDEN LION award for the movie.

- A. Wedding
- B. Monsoon
- C. Monsoon Wedding
- D. None of the above

ANSWER: C

245. _____ is a person who presents news in a radio.

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

ANSWER: A

246. Who was appointed as the first controller of broadcasting in India?

- A. Franklin
- B. Lionel Fielden
- C. c. Joseph Dominick
- D. John Beird

ANSWER: B

247. Which is not a rule of television?

- A. Clarity
- B. Brevity
- C. Passive voice
- D. Signal strength

ANSWER: C

248. What is mean by MS?

- A. Mid Shot
- B. Mid script
- C. Mid slot
- D. Medium size

ANSWER: A

249. What is the element that makes news?

- A. Proximity
- B. Timeliness
- C. Human interest
- D. All the above

ANSWER: D

250. Which of the following is not an application of CATV?

- A. VOD
- B. FTA channels
- C. Telephone operation
- D. Internet connections

ANSWER: D

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