

B.A MASS COMMUNICATION

1. Which is not media of mass communication among the following ?
(a) Radio (b) Folk dance
(c) Television (d) None of the above
2. The audience of mass communication is
(a) Homogeneous Audience (b) Heterogeneous Audience
(c) Capable Audience (d) None of these
3. The process of converting the message into signs and symbols is
(a) Gesticulation (b) Decoding (c) Encoding (d) Convergence
4. „Jatra“ is folk theatre of which state ?
(a) Maharashtra (b) Bihar (c) West Bengal (d) Odisha
5. „Mohiniattam“ dance is related to which state ?
(a) Manipur (b) Kerala (c) Andhra Pradesh (d) Meghalaya
6. Which communication barrier is most difficult to remove ?
(a) Technical Barrier (b) Semantic Barrier
(c) Physical Barrier (d) Psychological Barrier
7. Non-verbal communication is known as
(a) Prasemics (b) Kinesics (c) Symiotics (d) Gesticulation
8. Our private space in Johari Window of communication is known as
(a) Arena (b) Blind Spot (c) Facade (d) Real Space
9. Such regions where there is not much access of media are known as
(a) least accessed region (b) underdeveloped region
(c) backward region (d) „Media dark“ region
10. The word „communication“ originated from the Latin word „communis“, which means ?
(a) To write (b) To speech (c) To share (d) To listen
11. Attributes relating to belief, norms and values are known as
(a) Demographics (b) Biographics
(c) Psychographics (d) None of these
12. Which audience is most affected by media ?
(a) Women (b) Youth (c) Children (d) Farmers

13. Which one of the following theory stress that mass media in society is controlled by the state ?
- (a) Authoritarian (b) Agenda Setting
(c) Social Responsibility (d) Libertarian
14. According to market research firm Kantar IMRB, the powerful information medium in the rural masses is :
- (a) Print (b) Radio (c) Television (d) Social Media
15. Who wrote the book „The Pedagogy of Oppressed“ ?
- (a) P. Sainath (b) Fredrick Siebert (c) A. Giddens (d) Paulo Freire
16. Which method was used to study the impact of SITE in the experimental villages ?
- (a) Participant observation (b) Observation
(c) Survey Method (d) Focus Group Method
17. Who has given the concept of „Media Determinism“ ?
- (a) Denis McQuail (b) Marshal Mcluhan
(c) Wilbur Schramm (d) Melvin De Flewr
18. Which theory is also known as „Hypodermic Needle Theory“ ?
- (a) Mass Society Theory (b) Social Learning Theory
(c) Cultivation Theory (d) Bullet Theory
19. Who has popularised „Global Village“ ?
- (a) Wilbur Schramm (b) Evert Rogers
(c) Clonde Shanon (d) Marshall Mcluhan
20. United Nation Children“s Fund is known as
- (a) Mission UNESCO (b) UNESCO for children
(c) Child Welfare Fund (d) Mission UNICEF
21. Which has given social responsibility theory of the press ?
- (a) Lenin (b) John Milton (c) Beltran (d) None of these
22. What is hard news ?
- (a) News that hits any famous personality.
(b) Current and important news, which is covered by majority of media.
(c) News without video/picture.
(d) None of these

23. What is Zoom out ?
- A zoom effect in which the size of object decreases.
 - To focus on an object to show it larger in size.
 - Showing only face of a person.
 - None of the above
24. What is meaning of „DARK RUN“ ?
- Black and white page of the Newspaper
 - Secret News Source
 - News published in bold type
 - Published news without photograph
25. Break over in a newspaper denotes
- Sudden end of a news
 - Part of a news from another page
 - News to be continued in next edition
 - Breaking News
26. This symbol „⊙“ is in proof reading denotes :
- End of the para
 - Put the full stop
 - Put the point
 - None of the above
27. This symbol „[“ in proof reading denotes :
- Start word with capital letter
 - Start word with small letter
 - Start para
 - Write the word in bold letter
28. Meaning of beat in reporting is :
- Much news
 - Interview of a celebrity
 - Rest of reporter
 - Reporting area of a reporter
29. What is the date of declaration of Universal Human Rights ?
- 30th Oct., 1942
 - 10th Dec., 1948
 - 30th Ma
 - 30th Ma
30. Which is not feature of the preamble of the Indian Constitution ?
- Justice
 - Liberty
 - Fraternity
 - Globality
31. Who was editor of Purusharth Weekly published in 1907 from Garhwal ?
- Girija Dutta Naithani
 - Bishambhar Dutta Chandola
 - Bhairav Dutt Dhuliya
 - None of the above

32. Who was the chairman of Second Press Commission ?
 (a) P.C. Goswami (b) P.C. Joshi
 (c) K.K. Joshi (d) None of the above
33. Who was the editor of Mirat-ul-Akhabar (Persian) ?
 (a) Maulana Azad (b) Raja Rammohan Rai
 (c) Fardoji Mazaban (d) None of the above
34. When was the first Newspaper started in India ?
 (a) 29th January, 1780 (b) 25th March, 1750
 (c) 20th July, 1725 (d) 21st April, 1775
35. „Calcutta General Advertisers“ was started by whom ?
 (a) William Hunter (b) Joshua Marshman
 (c) James Augustus Hicky (d) James Silk Buckingham
36. „Indian Opinion“ was started by whom ?
 (a) C.R. Das (b) Mahatma Gandhi
 (c) S. Sadanand (d) Subhash Chandra Bose
37. Who was the editor of „Mooknayak“ ?
 (a) Mahatma Gandhi (b) Neelratna Haldar
 (c) Baba Saheb Ambedkar (d) M.N. Roy
38. The name – All India Radio come to existence in the year :
 (a) 1933 (b) 1934 (c) 1935 (d) 1936
39. The first Indian language newspaper “Digdarshan” was started in
 (a) 1818 (b) 1820 (c) 1821 (d) 1819
40. The freedom of expression is guaranteed to the citizens of India under Indian Constitution in :
 (a) Article 19(1)(a) (b) Article 19(2)
 (c) Article 19(1)(b) (d) None of the above
41. Who among the following is not associated with modernization and communication approach ?
 (a) Lerner (b) Rogers
 (c) (a) and (b) both (d) None of the above
42. The final set of the report of “Many Voices, One World” is divided into how many sections ?
 (a) 03 (b) 04 (c) 05 (d) 07

43. International program for development communication was launched as a result of
 (a) Hutchin"s Committee Report (b) McBride Commission Report
 (c) Santhanam Committee Report (d) None of the above
44. Who has described communication process as "Who says what, through which channel, to whom, with what effect" ?
 (a) Schramm (b) Laswell (c) Berlo (d) Lazarsfeld
45. The two step flow theory of communication was an outcome of the study carried out by
 (a) Lazarsfeld (b) Festinger (c) Zillman (d) Schramm
46. "The Development of Underdevelopment" was written by
 (a) Franz Fanon (b) Mahatma Gandhi
 (c) Samir Amin (d) None of the above
47. Who said, "The media is the message" ?
 (a) Thomas Kun (b) Heral Miller
 (c) Marshall McLuhan (d) Edward Black
48. According to interaction theory
 (a) one cannot live without communication.
 (b) one cannot always communicate.
 (c) one can always communicate.
 (d) None of the above
49. According to Social learning theory :
 (a) People learn by Trail and error only
 (b) People learn from Mass Media only
 (c) People learn by Observing others
 (d) People never learn
50. The capacity to see oneself in the others fellow"s situation is
 (a) Sympathy (b) Antipathy (c) Intelligence (d) Empathy
51. Average of difference of the Values of items from sum average of the series is called :
 (a) Mode (b) Mean deviation
 (c) Standard deviation (d) Skewness
52. Highest value of an item in a series – lowest level of an item in the series denotes
 (a) Median (b) Range (c) Mode (d) Mean

53. Correction in Chi-Square test was suggested by
(a) F. Yates (b) Prof. Fischer (c) Baker, R.P. (d) Ackoff Russel
54. Which of the following is correct ?
(a) Scaling is a procedure of assigning numbers to various degrees of opinion & attitude.
(b) Rating scale is a scaling technique.
(c) Itemised rating scale is a scaling.
(d) All of the above
55. Which of the following is correct ?
(a) Sample design must be such that create small sampling error.
(b) Sample design must be viable to fund available.
(c) Sample design must result in a true representative sample.
(d) All of the above
56. Which of these is related to research objectives ?
(a) To gain information with a regard to a phenomenon.
(b) To portray with regard to characteristics of an individual or group situation.
(c) To test hypothesis of relationship between variables.
(d) All of the above
57. Which of the following is true ?
(a) Hypothesis should be consistent with most known facts.
(b) Hypothesis should not be consistent with most known facts.
(c) The scope of hypothesis should be unlimited.
(d) None of the above
58. Which of the following is correct ?
(a) Hypothesis should state relationship between variables.
(b) Hypothesis should be testable.
(c) Hypothesis should have been limited scope and must be specific.
(d) All of the above
59. In determining sample size following should be considered :
(a) Nature of Universe (b) Nature of Study
(c) Availability of Finance (d) All of the above
60. M. Chalapati Rau was associated with the newspaper as editor
(a) Hindustan Times (b) Nav Bharat Times
(c) National Herald (d) The Pioneer

61. Rajat Sharma is associated with
 (a) Aap ki Kahani (b) Jai Hanuman
 (c) Aap ki Adalat (d) None of the above
62. Satellite communication works through
 (a) Radar (b) Receptor (c) Transmitter (d) Transponder
63. Which Indian Journalist was a member of Mcbride Commission in 1978 ?
 (a) Ajit Bhattacharya (b) V.G. Varghees
 (c) H.K. Dua (d) Kuldeep Nayar
64. When was News Agency UNI setup ?
 (a) In 1961 (b) In 1971 (c) In 1974 (d) In 1975
65. „Technologies of freedom“ was written by whom ?
 (a) Richard Collins (b) Alvil Taffler
 (c) Sola Pool (d) Mark Yudof
66. When was the Non-Aligned News Pool (NANP) started ?
 (a) In 1971 (b) In 1973 (c) In 1975 (d) In 1977
67. Which country is the only country in the world news market which have two global news agencies ?
 (a) France (b) U.S.A. (c) U.K. (d) China
68. Who is writer of the book “Swadhinta Andolan Mein Uttarakhand Ki Patrakarita” ?
 (a) Jagdish Prasad Nautial (b) Ratan Singh Rawat
 (c) Karuna Prakash Dobhal (d) Jay Singh Rawat
69. Which was the first Hindi Newspaper of Garhwal ?
 (a) Garhwal Samachar (b) Almora Akhabar
 (c) Kumaon Kumud (d) Dainik Parvatiya
70. What was the name of the news agency in which Indian news agencies as – PTI, UNI, Hindustan Samachar and Samachar Bharati were merged in 1975 ?
 (a) Hindi News (b) Bharat Samachar
 (c) Samachar (d) Indian News
71. In which state Gyandoot project was implemented ?
 (a) Karnataka (b) Andhra Pradesh
 (c) Madhya Pradesh (d) Kerala

72. Communication Technology refers to
- Hardware and equipments
 - rganizational structure
 - Social values that govern information exchange
 - All of the above
73. T.R.A.I. stands for
- Television Regulatory Authority of India
 - Telecom Regulatory Authority of India
 - Telecommunication Regulatory Authority of India
 - Tariff Regulatory Authority of India
74. In which year All India Radio has started “Rural Forum” programme with the help of UNESCO ?
- In 1949
 - In 1956
 - In 1969
 - In 1979
75. Who has said mass media as “Magic Multipliers” ?
- Learner
 - UNESCO
 - Rogers
 - None of the above
76. The instantaneous change from one camera shot to another is known as
- Cut
 - Wipe
 - Fade
 - Super Imposition
77. An extreme Wide Angle Lens is known as
- Telephoto Lens
 - Fish-eye Lens
 - Normal Lens
 - None of the above
78. In television lighting, „Key“ light is
- Principal source of illumination
 - Placed in front of the subject
 - Decides camera’s F-stop
 - All of the above
79. What is Run Down Sheet ?
- Specifies all dialogues and visual elements.
 - Used in documentary.
 - Mentions overall running time.
 - All of the above
80. Which of the following function is not formed by the director ?
- Finalize the script
 - Camera blocking
 - Supervise the editing
 - None of the above

81. Which of the consumer need is met by a detergent by claiming that it cleans the cloths better ?
(a) Functional (b) Symbolic (c) Utilizational (d) Experimental
82. Who is the known as the father of advertising ?
(a) James Write (b) David Ogilvy
(c) Volney Palmar (d) Bertman Benzamin
83. Who has started first advertising agency of the world ?
(a) Kulsnov (b) E.M. Porter (c) Gutenberg (d) Volney Palmar
84. The weak theory of advertisement was developed by whom ?
(a) Ehrenberg (b) Strong
(c) Lavidge and Steinger (d) McDonald
85. Corporate communication is a part of the process that change identity into
(a) Fame (b) Drama (c) Brand (d) Image
86. The organization that control to ethical issues in advertising is
(a) Advertising Board of India
(b) Advertising Standard Council of India
(c) Advertising Control Board
(d) Standing Committee on Advertising
87. Which determines the identity of a brand in a sales store by the consumer ?
(a) Colour (b) Packaging (c) Slogan (d) Logo
88. Social service advertising relates to
(a) Social acceptability (b) Social meet
(c) Social relevant ideas (d) Social leader
89. The time right before and after prime time is known as :
(a) Peak time (b) Crucial time (c) Serious time (d) Fringe time
90. Which kind of appeal is mostly made in propaganda ?
(a) Humours (b) Familiar (c) Logical (d) Emotional
91. Where is the headquarters of RNI located ?
(a) New Delhi (b) Kolkata
(c) Patna (d) None of the above

- 92.** T.R.P. stands for
(a) TV Rating Points (c) TV Rating Programmes
(b) Total Revenue Points (d) None of the above
- 93.** Which of the media channel group is acquired by Industries ?
(a) Network-18 (b) India Today (c) The Republic (d) News Nation
- 94.** DAVP stands for
(a) Directorate of Audio-Visual Publicity
(b) Department of Audio-Visual Publicity
(c) Directorate of Advertising and Visual Publicity
(d) None of the above
- 95.** Where is A.S.C.I. headquarters located ?
(a) Mumbai (b) New Delhi (c) Ahmedabad (d) Patna
- 96.** B.A.R.C. stands for
(a) Broadcast Audience Research Centre
(b) Broadcast Audience Research Council
(c) Broad Alliance Research Council
(d) None of the above
- 97.** DNA is joint venture of which ?
(a) Doordarshan and Star TV (b) Zee TV and Dainik Bhaskar
(c) Zee TV and Dainik Jagaran (d) Amar Ujala and Star TV
- 98.** Who certifies the circulation of newspapers ?
(a) R.N.I. (b) A.B.C. (c) A.I.N.E.C. (d) B.A.R.C.
- 99.** When was the Press Council of India established ?
(a) 1955 (b) 1965 (c) 1966 (d) 1968
- 100.** Which is largest publishing house of Public Sector in India ?
(a) National Book Trust (NBT) (b) Publication Division
(c) Indian Newspaper Society (d) None of the above
-