

National Testing Agency

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Communication Education at Crossroads

Group Number : 1
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Group Marks: 100

Communication Education at Crossroads

Section Id : 489994291
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 100
Number of Questions to be attempted: 100
Section Marks: 100
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 489994319
Question Shuffling Allowed : Yes

Question Number : 1 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Private sector participation in broadcasting and expansion of broadcasting in India was made possible with the coming of –

- Liberalization
- Prasar Bharati Act
- Separation of AIR and DD
- AIR

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 2 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The coming of satellite broadcasting in India brought with it the criticism of

–

- a. Cultural assimilation
- b. Cultural imperialism
- c. Cultural hegemony
- d. All of the above

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 3 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When Kiran Karnik says that “we are looking at poverty amidst plenty” with reference to the increase in number of TV channels in India, he is referring to –

- a. Media monopoly
- b. Homogenization of media content
- c. Political influence over media
- d. Decrease in viewership

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 4 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The merging of print, television, radio, the Internet along with portable and interactive technologies through various digital platforms is called –

- a. Media explosion
- b. Media segregation
- c. Media hybridization
- d. Media convergence

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 5 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The coming of social media has marked a shift from _____ production and distribution of information to public production and distribution of information.

- a. Corporate
- b. Institutional
- c. Authoritative
- d. Mass

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 6 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The idea of Global Village was put forth by –

- a. Marshall McLuhan
- b. Harold Lasswell
- c. Edward Said
- d. Stuart Hall

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 7 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A person born and brought up in the age of digital technology and hence understood to be familiar to it is called a –

- a. Cyborg
- b. Digital native
- c. Technocrat
- d. Digerati

Options :

1. 1

2. 2
3. 3
4. 4

Question Number : 8 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following were not included in the so called 'Big Four' news agencies in the post-World War II era -

- a. Agence France Presse
- b. Xinhua
- c. Associated Press
- d. Reuters

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 9 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following statements is true about participatory communication?

- i. Herein communication is culture specific
 - ii. Communication is initiated by the sender to bring social change for beneficiaries
 - iii. The communication is dialogical
 - iv. It is about transmission of the benefits of development to the community
- a. Both (i) and (iii) are correct
 - b. Only (i) is correct
 - c. Both (i) and (iv) are correct
 - d. Only (iv) is correct

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 10 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Look at the following two statements -

- i. Participation improves the community ownership and engagement in any development project
 - ii. In a participatory framework, the idea of what constitutes development emanates from the community
- a. Both the statements are correct
 - b. (i) is correct but (ii) is not correct
 - c. None of the statements are correct
 - d. (ii) is correct but (i) is not correct

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 11 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

UNCRC was adopted by the United Nations General Assembly in the year -

-
- a. 1969
 - b. 1979
 - c. 1989
 - d. 1999

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 12 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In which of the following cases it is NOT required by the media to change the name and/ or obscure the visual identity of any child?

- a. A victim of sexual abuse or exploitation
- b. HIV positive, or living with AIDS
- c. Charged or convicted of a crime.
- d. When a child initiates contact with the reporter, wanting to exercise their right to freedom of expression and their right to have their opinion heard

Options :

- 1. 1
- 2. 2
- 3. 3

4. 4

Question Number : 13 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The 'Teach India' campaign is an advertising campaign by which group?

- a. The Indian Express
- b. The Times of India
- c. Tata Group
- d. Aircel

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 14 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to 2014 World Development Indicators (WDI) data, public

spending on health and education is _____ per cent of GDP in India.

- a. 4.7
- b. 6.8
- c. 7.5
- d. 8.8

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 15 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the context of the development arena, ACSM refers

to _____

- a. Advocacy, communication, and social mobilization
- b. Art, culture and social marketing
- c. Advocacy and communication through social media
- d. None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 16 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which sector is also known as the third sector?

- a. Public sector
- b. Social sector
- c. Government sector
- d. None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 17 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not one of the 4Ps of commercial marketing?

- a. Product
- b. Price
- c. Place
- d. People

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 18 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.Misinformation is

- a. Incorrect, or inaccurate as a result of errors, omissions and biases
- b. A deliberate attempt to mislead and pass on false information
- c. An error that occurs due to communication gap
- d. A minor mistake therefore cannot be termed as fake news

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 19 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Fake is news is

- a. a post-modern phenomena
- b. a post structuralise phenomena
- c. a manufactured or selective facts
- d. false information that cannot be attributed to anyone

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 20 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is typical of changing media ecosystem

- a. hybridization of news gathering and dissemination
- b. proliferation of misinformation
- c. viewers of television fed with half-truth, and mistruths
- d. social media supplement mass media

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 21 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Why Eastern communication philosophers call our communication flawed?

- a. because it is based on appearances and assumptions
- b. because it is based on western models
- c. because it is based on technology mediated communication
- d. because it is based on religious beliefs

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 22 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a type of cybercrime?

- a. Hacking
- b. Phishing
- c. Spamming
- d. Snorkelling

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 23 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Major amendments to IT Act 2000 was introduced in the form of IT (amendment) Act 2008, which came into effect on

- a. 2009 October 27
- b. 2008 October 27
- c. 2008 June 1
- d. 2009 July 3

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 24 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which section of IT Act was invalidated by Supreme Court of India?

- a. Section 66D
- b. Section 66F
- c. Section 66B
- d. Section 66A

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 25 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Bhaona in Assam is a

- a. Traditional theatre form
- b. Folk dance
- c. Street play
- d. Puppetry

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 26 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A scene is:

- a. Character specific
- b. Light specific
- c. Narration specific
- d. Location specific

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 27 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A long shot is also known as:

- a. An establishing shot
- b. Original shot
- c. First shot of a film
- d. The shot that ends a film

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 28 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.The theory of *Denotation and Connotation* was coined by:

- a. Michel Foucault
- b. Walter Benjamin
- c. Jurgun Habermas
- d. Theodore Adorno

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 29 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The colours in films create:

- a. The mood
- b. The bright side of the story
- c. The bright side of the character
- d. The meaning of the film

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 30 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The world that media presents to us is:

- a. A reality
- b. An artificial one
- c. An imagined one
- d. A reasonable one

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 31 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Theorist Carl Hoveland is credited with establishing of:

- a. Persuasion Theory
- b. Propaganda Theory
- c. Information Theory
- d. Balance Theory

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 32 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Journalism teaching first started in:

- a. Kansas University
- b. Wisconsin University
- c. New York University
- d. Harvard University

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 33 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following statement is not correct?

- a. Sound knowledge in discipline make a teacher effective
- b. Professional training make a teacher effective
- c. Professional degree make a teacher effective
- d. Innovative pedagogical knowledge make a teacher effective

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 34 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

"My students participate in online learning away from school in place of traditional homework and then attend my class in person at school for face-to-face, teacher-guided practice or projects - the primary delivery of content and instruction is online." The quote above best describes which Rotation based sub-model of blended learning?

- a. Station Rotation
- b. Lab Rotation
- c. Flipped Classroom
- d. Individual Rotation

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 35 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The University which telecasts interactive educational program through its own channel?

- a. B.R. Ambedkar Open University
- b. Indira Gandhi National Open University
- c. University of Pune
- d. Annamalai University

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 36 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not the source of Motivation for Adult Learning-?

- a. Social relationships
- b. External expectations
- c. Social welfare
- d. Emotional intelligence

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 37 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Science Communication helps in

- a. Understanding models of communication
- b. Learning journalism
- c. Understanding types of advertisement appeals
- d. Generating scientific temper

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 38 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The abbreviation NCSTC stands for

- a. National Council for Science & Technology Communication
- b. National Committee for Science & Traditional Communication
- c. National Conference for Science & Teaching Community
- d. National Council for Society & Traditional Communication

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 39 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Science Journalism can play a vital role in

- a. Creating awareness about ethics related to digital journalism
- b. Development of scientific understanding and popularization of science among common people
- c. Creation of scientific discovery
- d. Research work related to journalism

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 40 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The term cyberspace was coined by the science fiction writer

- a. William Gibson
- b. Wills Gray
- c. Wilbur Gibson
- d. William Gray

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 41 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Cyberspace can be understood as a

- a. Visible space meant for computation analysis only
- b. Simple environment consisting of interactions between computers and supercomputers only
- c. Complex environment consisting of interactions between people, software services supported by worldwide distribution of information and communication technology.
- d. Virtual space meant for software only

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 42 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Cyber-crime is a crime that involves:

- a. Ham Radio
- b. Printer
- c. Computer and Network
- d. Software and Hardware

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 43 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is **NOT** part of the Sustainable Development Goals?

- a. Affordable and clean energy
- b. Clean water and Sanitation
- c. Internet services
- d. Decent work and economic growth

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 44 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ are a bundle of exclusive rights over creation of the minds, both artistic and commercial.

- a. Copyright
- b. Industrial and Trading Rights
- c. Intellectual Property Rights
- d. Trademarks

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 45 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Fundamental characteristic of Cyberspace is

- a. Absence of geographical boundaries
- b. Presence of geographical boundaries
- c. Use of software only
- d. Use of hardware only

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 46 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Corporate image of a company constitutes

- a. physical manifestations
- b. delivery
- c. product reliability
- d. all of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 47 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is a learned system of knowledge, behaviour, attitudes, beliefs, values, and norms shared by a group of people and passed from one generation to the next called?

- a. Dominant culture
- b. Community
- c. Co-culture
- d. Culture

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 48 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Evaluation of other cultures according to preconceptions originating in the standards and customs of one's own culture is known as-

- a. Ethnocentrism
- b. Enculturation
- c. Stereotyping and prejudice
- d. Cultural imperialism

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 49 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There are an estimated _____ living languages

- a. 6,800
- b. 7,800
- c. 4,800
- d. 5,800

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 50 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A scheme developed by the Government of India for the endangered languages is known as:

- a. Protection and Preservation of Endangered Languages of India
- b. Protection and Conservation of Endangered Languages of India
- c. Protection, Preservation and Documentation of Endangered Languages of India
- d. Preservation and Documentation of Endangered Languages of India

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 51 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Identify one measure to protect the endangered languages

- a. Developing linguistic documentation
- b. Enforcing linguistic policies
- c. Creating orthographies
- d. All of these

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 52 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Visual and textual information is deduced by the readers according to which of the following?

- a. Understanding
- b. Cultural social milieu
- c. Belongingness
- d. Both a & b

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 53 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Disclosure principle according to James E. Gluing relates to

- a. Organization
- b. Institute
- c. PR agency
- d. Ad agency

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 54 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When two or more phenomena vary together, it is called ---

- a. Spurious relation
- b. Association
- c. Relation
- d. Co-variation

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 55 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A yardstick to provide applications for testing a concept is referred to as ---

- a. Element
- b. Theory
- c. Operational definition
- d. Stimulus

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 56 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A tentative answer to a research question is called ---

- a. Assumption
- b. Tentative concept
- c. Conceptual definition
- d. Hypothesis

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 57 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The normal level of measurement is ---

- a. Discriminatory
- b. Mutually-inclusive
- c. Classificatory
- d. Irreflexive

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 58 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Data processing involves ---

- a. Mechanical rejection
- b. Manipulation of results
- c. Expansion of data
- d. Transcription

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 59 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Summary statistics will enable ---

- a. Data variation
- b. Data dispersion
- c. Data management
- d. Data concentration

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 60 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The results of non-parametric test ---

- a. Can be generalized
- b. Cannot be generalized
- c. Cannot be applied to nominal data
- d. Can be applied to ratio level data

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 61 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Higher level of probability will make us reject ---

- a. Research hypothesis
- b. Null hypothesis
- c. Positive research questions
- d. Statistical significance

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 62 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When an ideology provides an interpretation of everyday experience, it is known as ---

- a. Validation
- b. Explanation
- c. Description
- d. Critical perspective

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 63 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Herbert Schiller was critical of ---

- a. Common man's culture
- b. Ideology of culture
- c. Media creativity
- d. Corporatization of culture

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 64 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Nationalistic discourses will create

- a. Free comments
- b. Synthetic media campaigns
- c. Truthful journalism
- d. Proletariat power

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 65 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The process of communication through which we involve others in our learning is called

- A. Framing
- B. Scaffolding
- C. Dialogue
- D. Inquiry

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 66 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the critical domain of media operation?

- a. Cranky stereotype
- b. Identity assertion
- c. Feminist discourses
- d. Cultural canvas

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 67 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the aim of media educators vis-à-vis their students?

- a. Tell the students to love commercial messages
- b. Tell the students not to reveal the commercial messages
- c. To make students critical consumers of media
- d. Tell students not to become citizens of media society

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 68 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Academic research is

- i. Public
- ii. Mostly basic
- iii. Private

Choose the correct answer using the following codes:

- a. i) and ii) only
- b. ii) and iii) only
- c. i), ii) and iii)
- d. i) and iii) only

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 69 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Evaluating the research done by certain agencies is known as

- a. Primary analysis
- b. Secondary analysis
- c. Meta-analysis
- d. Content analysis

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 70 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The generalization of findings leads to

- a. Recurring expenses
- b. Timeline maintenance
- c. Internal validity
- d. External validity

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 71 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A statement of predicted relationship of two or more variables is called

- a. Research statement
- b. Operational definition
- c. Hypothesis
- d. Research problem

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 72 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is an obstacle for a research project?

- a. Poor planning
- b. Simplest research
- c. Not applying statistical methods
- d. Innovativeness

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 73 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What can make media history interesting?

- a. Anonymous references
- b. Different frames
- c. Public sphere accounts
- d. Cross verification

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 74 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How did Horkheimer and Adorno describe the media audiences?

- a. Engines of change
- b. Rational citizens
- c. Cultural dupes
- d. Value-free experts

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 75 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Web logs are also called as

- a. Portals
- b. Vertals
- c. Websites
- d. Blogs

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 76 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which medium enjoys very high chances of interactivity if the user desires to give opinion in the form of feedback?

- a. Television
- b. Radio
- c. Newspaper
- d. Online media

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 77 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Lack of awareness and knowledge regarding the use of a technology is found as

- a. Demographic divide
- b. Psychological divide
- c. Physical divide
- d. Socio-cultural divide

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 78 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many languages are recognized by the Indian Constitution at present?

- a. 22
- b. 21
- c. 18
- d. 14

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 79 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What were the total number of print media titles and newspapers in 2017 as per RNI?

- a. 125,000, 18,000
- b. 114,000, 16,000
- c. 127,000, 15,000
- d. 115,000, 17,000

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 80 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The difference in ownership of radio sets between Census of 2001 and 2011 was pegged at ---

- a. 12 %
- b. 10 %
- c. No change at all
- d. 16 %

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 81 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who is credited with the statement "It is a medium that captures the imagination and brings people together"?

- a. Irina Bokova, DG, UNESCO
- b. Former UN Secretary General, Ban Ki Moon,
- c. Minal Pande, former chairman, Prasar Bharati
- d. Sean McBride, MacBride Commission

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 82 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Supreme Court of the country delivered a landmark judgment in the field of radio broadcasting. Mention the year of the judgment.

- a. 1993
- b. 1995
- c. 1994
- d. 1996

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 83 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The difference between the Freirian and UNESCO model of participation is that –

- a. One talks about role of self and the other talks about self-management in participation
- b. One talks about absolute participation while the other looks at it as a progressive process
- c. One believes in participation in education and the other talks about community participation
- d. There is basically no difference between the two approaches

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 84 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The book “The passing of traditional society: Modernizing the Middle East” was published in the year

- a. 1958
- b. 1968
- c. 1978
- d. 1948

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 85 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

India is being ranked _____ in the human development index during 2017-18 as per the report of UNDP

- a. 131 out of 180 countries
- b. 87 out of 180 countries
- c. 170 out of 180 countries
- d. 47 out of 180 countries

Options :

- 1. 1
- 2. 2
- 3. 3

4. 4

Question Number : 86 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Development communication is stated as an art and science of human communication that is connected to a planned transformation of society from a state of poverty to dynamic social change by

- a. Roman Jakobson
- b. Nora Cruz Quebral
- c. Roland Barthes
- d. Rosario braid

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 87 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is the TV serial based on development issues?

- a. Shakti
- b. Hum log
- c. Kulfi
- d. Sitara

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 88 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The book, "The information revolution and developing countries." was written by

- a. Neil Postan
- b. Arvind Sinhal
- c. E. J. Wilson
- d. K J Joseph

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 89 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not true?

- a. 'Access rainbow' is determinist in nature
- b. 'Access rainbow' looks into digital divide as more than the physical access to digital technology
- c. Access rainbow involves various niceties of access
- d. Qualitative concern for 'security' and 'ease of use' are crucial mediating factors in people's access to information

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 90 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Engaging in online communication and co-operation for meaningful online content is an important component of

- a. Physical Access
- b. Production Access
- c. Financial Access
- d. Cultural Access

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 91 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following variable does not determine the acceptance of technology?

- a. Subjective norms of the household, community and society
- b. Technology Phobia
- c. Perceived enjoyment
- d. Increasing population

Options :

- 1. 1
- 2. 2
- 3. 3

4. 4

Question Number : 92 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Digital divide is defined as

- a. The gap between individuals, households, businesses and geographic areas at different socio-economic levels
- b. An inequality in access, distribution, and use of ICTs
- c. Exclusive supply of physical artefacts making it obtainable for targeted beneficiaries
- d. None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 93 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Nair and White, 'top-down' participation happens when –

- a. There is high participation of communicator and low participation of beneficiary
- b. There is low participation of both communicator and beneficiary
- c. There is high participation of beneficiary and low participation of communicator
- d. There is high participation of both communicator and beneficiary

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 94 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Mahaweli Community radio station belongs to

- a. Indonesia
- b. Bangladesh
- c. Sri Lanka
- d. India

Options :

- 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Number : 95 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which CSR model promotes the concept of “trusteeship”?

- a. Ethical Model
- b. Stakeholders Model
- c. Liberal Model
- d. All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 96 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

To become a good Science Communicator one should have

- a. Scientific attitude, understanding of Socio-cultural, economic and political situations, knowledge of indigenous practices and communication skills
- b. Knowledge on fashion
- c. Understanding of film genres
- d. Certificate course on French

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 97 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The main focus of Andragogical approach in teaching learning process is-

- a. Subject-centered
- b. Life-centered
- c. Teacher centered
- d. Students centered

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 98 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

'Trolling' is a term associated with -

- a. Printing technology
- b. Social media
- c. Social marketing
- d. Peripheral knowledge

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 99 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following ideas was put forth by Manuel Castells?

- a. Machine-culture
- b. Internet of things
- c. Network society
- d. Being digital

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 100 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following is not true for endangered languages?

- a. They have few native speakers
- b. They have abundant literature in us
- c. Native speakers have migrated to other languages
- d. The young do not find advantage in learning the language

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4