

National Testing Agency

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Introduction To Mass Communication

Group Number : 1
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Break time: 0
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Introduction To Mass Communication

Section Id : 41652918
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: 41652919
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 4165291356 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Learned people of Ancient India were called:

- A. Ayukta
- B. Agrahara
- C. Bahu Shrotta
- D. Jimutvahana

Question Number : 2 Question Id : 4165291357 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 attempted to start the first newspaper in India in the 18th Century?

- A. F. Max Mueller
- B. William Jones
- C. Alexander Cunningham
- D. William Bolts

Question Number : 3 Question Id : 4165291358 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 category of people were responsible for the founding of the first newspapers in India?

- A. Concerned citizens
- B. Big business owners
- C. Teachers and academics
- D. Disgruntled ex-employees

Question Number : 4 Question Id : 4165291359 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 Lord Hastings, all printing presses had to submit proof sheets of newspapers, supplements, extra publications, notices or handbills had to be submitted to which official for scrutiny and revision?

- A. Chief Secretary
- B. Governor of state
- C. Army personnel
- D. Baptist missionaries

Question Number : 5 Question Id : 4165291360 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 Journals were NOT founded by the Serampore Missionaries?

- A. The Dig-Darshan
- B. Neel Darpan
- C. The Samachar Darpan
- D. Friend of India

Question Number : 6 Question Id : 4165291361 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 among the following abolished press censorship, thrusting the responsibility on the editors themselves for excluding matters that were likely to affect the Government or was injurious to public interest?

- A. William Butterworth Bayley
- B. Lord Amherst
- C. Lord Hastings
- D. James Mackenzie

Question Number : 7 Question Id : 4165291362 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 out of the following individuals were involved in the fight for the freedom of the press?

- A. James Silk Buckingham
- B. Raja Ram Mohun Roy
- C. Neither A nor B
- D. Both A and B

Question Number : 8 Question Id : 4165291363 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 was the first press ordinance by Governor-General John Adams issued?

- A. 1820
- B. 1821
- C. 1822
- D. 1823

Question Number : 9 Question Id : 4165291364 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 among the following can be credited with starting the first Urdu newspaper?

- A. Maulvi Muhammad Baqar
- B. Mohammad Ali Jinnah
- C. Khan Abdul Ghaffar Khan
- D. Maulana Muhammad Hussain Azad

Question Number : 10 Question Id : 4165291365 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

From which of the following languages is the root word of Communication- 'Communis' derived from?

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

Question Number : 11 Question Id : 4165291366 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 out of the following is the first STAGE of Communication?

- A. The age of Signals
- B. The age of Speech and Language
- C. The age of writing
- D. The age of Printing

Question Number : 12 Question Id : 4165291367 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 blending of different types of media is known as:

- A. Synthesis
- B. Media Transformation
- C. Convergence Journalism
- D. Communication Revolution

Question Number : 13 Question Id : 4165291368 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 did the debate about the term "mass" in mass communication emerge?

- A. 17th Century
- B. 18th Century
- C. 19th Century
- D. 20th Century

Question Number : 14 Question Id : 4165291369 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 a quality of interpersonal communication?

- A. Functional or Strategic
- B. Relational/Qualitative
- C. Situational/Contextual
- D. All of the above

Question Number : 15 Question Id : 4165291370 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 can be regarded as the twin of Communication?

- A. Human willingness to engage
- B. Technology
- C. Information
- D. Professional attitude

Question Number : 16 Question Id : 4165291371 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 _____, "Communication is a process which not only increases commonality but also requires elements of commonality for it to occur at all."

- A. Naom Chomsky
- B. Denis Mc Quail
- C. Rogers and Shoemaker
- D. Ban and Hawkins

Question Number : 17 Question Id : 4165291372 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Mass Communication occurs when communication involves more than a group of people and is largely _____, a different kind of dynamics occurs.

- A. Heterogenous
- B. Homogenous
- C. Integrative
- D. Convergent

Question Number : 18 Question Id : 4165291373 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 necessity of communication was described by _____ by describing his experience of being expelled from his group as a "a state of emotional shock" .

- A. Mahatma Gandhi
- B. Martin Luther King Jr.
- C. Barrack Obama
- D. Malcom X

Question Number : 19 Question Id : 4165291374 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Communication is _____ by nature.

- A. Transactional
- B. Affective
- C. Personal
- D. All of the above

Question Number : 20 Question Id : 4165291375 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

----- communication is an interactional process that occurs among three or more people interacting in an attempt to achieve commonly recognized goals either face-to-face or through mediated forms.

- A. Intrapersonal
- B. Small Group
- C. Organizational
- D. Public

Question Number : 21 Question Id : 4165291376 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 'Source' would imply:

- A. It is the originator of the message
- B. An effort to get something done
- C. Process of translation of thoughts and ideas so that they can be perceived by the human senses.
- D. Formulation of a code to aid communication processes

Question Number : 22 Question Id : 4165291377 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

----- is the person or organisation that gets a designed message in the process of communication

- A. Decoder
- B. Encoder
- C. Receiver
- D. Feedback

Question Number : 23 Question Id : 4165291378 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

----- is an environmental, mechanical, and semantic sound in the communication system that interferes with the delivery of the message.

- A. Noise
- B. Static
- C. Buzz
- D. Background Sounds

Question Number : 24 Question Id : 4165291379 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 most vital differences between 'communication' and 'mass communication' are in:

- A. Source
- B. Transmitter
- C. Process of feedback
- D. All of the above

Question Number : 25 Question Id : 4165291380 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 discipline in Mass Communication theory developed from?

- A. History
- B. Political Science
- C. Sociology
- D. Geography

Question Number : 26 Question Id : 4165291381 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 _____ theory, mass media, though not under the direct control of the State, yet had to follow its bidding.

- A. Censorship
- B. Authoritarian
- C. Government
- D. Legal

Question Number : 27 Question Id : 4165291382 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ is the most important part of Mass Communication

- A. Technical Assistants
- B. Journalists
- C. Audience
- D. Music Composers

Question Number : 28 Question Id : 4165291383 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 _____ holds that the media broadcasts directly influence the opinions and actions of the viewers.

- A. Hypnotic Media Theory
- B. Influential Media Theory
- C. Engagement and Action Theory
- D. Magic Bullet Theory

Question Number : 29 Question Id : 4165291384 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 can be classified as the reasons for communication?

- A. Physical Needs
- B. Identity Needs
- C. Social Needs
- D. All of the above

Question Number : 30 Question Id : 4165291385 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ is a representation of real world occurrences in more definable terms.

- A. An image
- B. A globe
- C. A model
- D. A script

Question Number : 31 Question Id : 4165291386 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 word 'cybernetics' was introduced by:

- A. Vincent Adler
- B. Norman Ziegler
- C. Norbert Wiener
- D. Naom Chomsky

Question Number : 32 Question Id : 4165291387 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 _____ model of communication has been developed by D. Lawrence Kincaid and is based on the cybernetic principles.

- A. Integrative
- B. Convergence
- C. Divergence
- D. Inductive

Question Number : 33 Question Id : 4165291388 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 receivers of information or entertainment are known as:

- A. Receptors
- B. Samplers
- C. Audience
- D. Viewers

Question Number : 34 Question Id : 4165291389 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 _____, there are no masses, only ways of looking at people as masses

- A. Martin Allor
- B. Raymond Williams
- C. Dennis Mc Quaid
- D. George Mc Dwayne

Question Number : 35 Question Id : 4165291390 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 _____ approach to mass communication focuses on the way that our minds create a psychological reality, a reality about the world constructed from our experience with the media

- A. Individualistic
- B. Cognitive
- C. Freudian
- D. Behavioral

Question Number : 36 Question Id : 4165291391 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ has to do with relevant and appropriate ideas portrayed on the television.

- A. Relativism
- B. Renewal
- C. Appropriation
- D. Resonance

Question Number : 37 Question Id : 4165291392 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ perspective maintains that people's reaction to media messages is modified by their informal social relationships with significant others.

- A. Social Category
- B. Era of scientific perspective
- C. Social Relations
- D. None of the above

Question Number : 38 Question Id : 4165291393 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 two-step flow of communication was first identified in a field removed from communications. Which field was this?

- A. Psychology
- B. Sociology
- C. History
- D. English

Question Number : 39 Question Id : 4165291394 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 _____ opposed the marketplace of ideas, notions and argued that unregulated mass media inevitably serves the interest and tastes of large/socially dominant groups.

- A. Frankfurt School
- B. Media theorists' school
- C. Chicago School
- D. New York School

Question Number : 40 Question Id : 4165291395 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 Democratic-Participant Media Theory is an example of a _____ theory.

- A. Inductive
- B. Inclusive
- C. Convergent
- D. Normative

Question Number : 41 Question Id : 4165291396 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Radio, film and television are examples of?

- A. Outdoor Media
- B. Print Media
- C. Broadcast Media
- D. Digital Media

Question Number : 42 Question Id : 4165291397 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 claims that "people interact with media to create their own meanings out of the images and messages they receive"

- A. Limited Effects
- B. Class-dominant
- C. Culturalist
- D. Class-clash

Question Number : 43 Question Id : 4165291398 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Democracy can be defined as what _____ said in his Gettysburg speech as government of the people, for the people and by the people.

- A. Benjamin Franklin
- B. George Washington
- C. Abraham Lincoln
- D. George Walter

Question Number : 44 Question Id : 4165291399 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 primary role of the media can be defined as the _____ of the voters

- A. Mouth piece
- B. Watchdog
- C. Lapdog
- D. Opinion formulator

Question Number : 45 Question Id : 4165291400 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Where did the earliest examples of pictograms emerge?

- A. Greece
- B. Mesopotamia
- C. Rome
- D. China

Question Number : 46 Question Id : 4165291401 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Ancient Egyptian alphabet systems were known as?

- A. Hieroglyphs
- B. Mummy
- C. Sphinx
- D. Tutankhamen

Question Number : 47 Question Id : 4165291402 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 public news sheets posted by Romans in 59 BC were known as?

- A. Accio Aqueduct
- B. Acta Diurna
- C. Communis News
- D. Amphorae

Question Number : 48 Question Id : 4165291403 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 printing press was invented by:

- A. Johann Gutenberg
- B. Nikola Tesla
- C. Edward Darcy
- D. Martin Luther

Question Number : 49 Question Id : 4165291404 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 written accusation; any malicious defamatory publication or statement:

- A. Defamation
- B. Libel
- C. Propaganda
- D. Seditious

Question Number : 50 Question Id : 4165291405 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 out of the following was a newspaper started by Gandhi Ji in 1932 while in prison?

- A. My experiments with truth
- B. Sabarmati Samachar
- C. Harijan
- D. Friend for India

Question Number : 51 Question Id : 4165291406 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 Bengal Gazette was started under the British Raj in the year:

- A. 1750
- B. 1740
- C. 1780
- D. 1800

Question Number : 52 Question Id : 4165291407 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 newspaper The Calcutta Gazette was started by Francis Gladwin who was a/an:

- A. Orientalist
- B. Civil Servant
- C. Lexicographer
- D. All of the above

Question Number : 53 Question Id : 4165291408 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

-----, founded in 1836 was the first English newspaper in Chennai to be owned by an Indian.

- A. The Pioneer
- B. The spectator
- C. The Trailblazer
- D. The Times

Question Number : 54 Question Id : 4165291409 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 be said as the greatest legacy of British Colonial Rule in India?

- A. Architecture
- B. Free and robust press
- C. Legal systems
- D. Transport Infrastructure

Question Number : 55 Question Id : 4165291410 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 Bengal Gazette was started by?

- A. James Todd
- B. James Wilkins
- C. James Asher
- D. James Augustus Hickey

Question Number : 56 Question Id : 4165291411 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 descendant newspaper of The Englishman and The Friend of India was?

- A. The Pioneer
- B. The Daily Herald
- C. The Statesman
- D. The Leader

Question Number : 57 Question Id : 4165291412 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____is the nodal legislation which governs the publication of newspapers in India.

- A. Registration of Newspapers (Central) Rules
- B. Press and Registration of Books Act, 1867
- C. Press and Newspapers Act 1923
- D. Registration of Books Act 1971

Question Number : 58 Question Id : 4165291413 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 are methods to generate revenue?

- A. Subscription and Stand Sales
- B. Advertising revenue
- C. Neither of the Above
- D. Both of the above

Question Number : 59 Question Id : 4165291414 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 practice of clearing space for advertisers to advertise is known as?

- A. Space clearing
- B. Advertisement allocated space
- C. Space selling
- D. Subscription encouragement scheme

Question Number : 60 Question Id : 4165291415 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Sensational journalism with an eye on profit:

- A. Yellow Journalism
- B. Penny Press
- C. Press Barons
- D. Muckrakers

Question Number : 61 Question Id : 4165291416 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Dirt cheap news papers, spouting sensational news:

- A. Yellow Journalism
- B. Penny Press
- C. Press Barons
- D. Muckrakers

Question Number : 62 Question Id : 4165291417 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 criteria which determine how much prominence a news story is given by a media outlet

- A. Advertising Revenue
- B. Readership
- C. News Value
- D. Muckrakers

Question Number : 63 Question Id : 4165291418 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 an Editorial function of the newspaper?

- A. Gathering of news
- B. Copy Editing
- C. Setting up of governing board
- D. Special Articles

Question Number : 64 Question Id : 4165291419 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 editorial side of the newspaper is headed by?

- A. Editor
- B. C.E.O
- C. Marketing Department
- D. Finance Officer

Question Number : 65 Question Id : 4165291420 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 middle pages reserved for opinion pieces, the reflection of a newspaper on events is called?

- A. Page 3
- B. Editorial
- C. Sports News
- D. Politics News

Question Number : 66 Question Id : 4165291421 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ ownership means the same media company owns numerous outlets in a single medium

- A. Chain
- B. Cross
- C. Conglomerate
- D. Vertical

Question Number : 67 Question Id : 4165291422 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ ownership is when the same media company owns various carriers such as TV channel, newspaper, magazines, musical labels, publishers and so on.

- A. Chain
- B. Cross
- C. Conglomerate
- D. Vertical

Question Number : 68 Question Id : 4165291423 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ownership means the ownership of several businesses, one of which is a media business.

- A. Chain
- B. Cross
- C. Conglomerate
- D. Vertical

Question Number : 69 Question Id : 4165291424 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 founded the Andhra Pradesh based Eenadu group

- A.Ramoji Rao
- B. Mukesh Ambani
- C. Raghav Bahl
- D. None of the Above

Question Number : 70 Question Id : 4165291425 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 research conducted by Dilip Mandal and R Anuradha in 2011, the board of Directors of a number of media companies include representatives of _____.

- A. Small Corporate Entities
- B. Big Corporate Entities
- C. Political Parties
- D. All of the Above

Question Number : 71 Question Id : 4165291426 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 city is the Anand Bazaar Patrika based in?

- A. Mumbai
- B. Bangalore
- C. New Delhi
- D. Kolkata

Question Number : 72 Question Id : 4165291427 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 _____ editor gets a list of big stories for the day; he chooses and assigns the reporter to do certain stories.

- A. Local
- B. Regional
- C. National
- D. Special

Question Number : 73 Question Id : 4165291428 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

cartoonist, illustrator and graphic artist will be part of which of the following teams?

- A. Editorial
- B. Design
- C. Photography
- D. Finance

Question Number : 74 Question Id : 4165291429 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 _____ manager deals with the Audit Bureau of Circulation.

- A. Photography
- B. Finance
- C. circulation
- D. auditing

Question Number : 75 Question Id : 4165291430 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Magazines are a type of _____ media.

- A. Print
- B. Broadcast
- C. Convergent
- D. Photo based

Question Number : 76 Question Id : 4165291431 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 word 'Magazine' was coined for use by

- A. Edwin Lutyens
- B. Edward Nakamura
- C. Edward Cave
- D. George Hegel

Question Number : 77 Question Id : 4165291432 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's first magazine - Erbauliche Monaths-Unterredungen (translation: Edifying Monthly Discussions) - is published in:

- A. England
- B. Sweden
- C. France
- D. Germany

Question Number : 78 Question Id : 4165291433 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.....is a process of exchange of ideas, information through thoughts, messages or language and visuals, writing or behaviour. It can be intentional or unintentional

- A. Conversation
- B. Discussion
- C. Flow
- D. Communication

Question Number : 79 Question Id : 4165291434 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 a type of communication?

- A. Intrapersonal
- B. Interpersonal
- C. Mass communication
- D. All of the above

Question Number : 80 Question Id : 4165291435 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....., Gutenberg conceived the idea for movable type printing press.

- A. 1450
- B. 1451
- C. 1452
- D. 1457

Question Number : 81 Question Id : 4165291436 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 complete story / thesis written by an author and sent to a publisher is called?

- A. Proposal
- B. Manuscript
- C. Book
- D. Report

Question Number : 82 Question Id : 4165291437 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 a book that contains brief outline of what the book will contain, the elements included in it and how it will be presented is called?

- A. Proposal
- B. Manuscript
- C. Book
- D. Report

Question Number : 83 Question Id : 4165291438 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 unique number assigned to a publisher for each title issued by the publishing firm is called?

- A. Advance
- B. ISBN
- C. Publishing Number
- D. None of the above

Question Number : 84 Question Id : 4165291439 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 Full form of 'PTI' is?

- A. Public Trust of India
- B. Press Trust of India
- C. Prestigious Trust Institution
- D. Press Traffic Initiative

Question Number : 85 Question Id : 4165291440 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 was the United News of India founded?

- A. 1959
- B. 1960
- C. 1961
- D. 1962

Question Number : 86 Question Id : 4165291441 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 was India's first multilingual news agency?

- A. Dainik Jagran
- B. NDTV
- C. Samachar Bharti
- D. Hindustan Samachar

Question Number : 87 Question Id : 4165291442 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 was the first press commission of India appointed?

- A. 1951
- B. 1962
- C. 1952
- D. 1973

Question Number : 88 Question Id : 4165291443 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under whose leadership was the second press commission set up?

- A. Justice K. K. Mathew
- B. Justice P. C. Goswami
- C. Justice Chandrachud
- D. Justice Rajadhyaksha

Question Number : 89 Question Id : 4165291444 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 first director of the 'Central Bureau of Information' was?

- A. Jawaharlal Nehru
- B. Lord Mountbatten
- C. Dr. L.F. Rushbrook Williams
- D. Dr. Reginald Williams

Question Number : 90 Question Id : 4165291445 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 first Indian to be appointed as Principal Information Officer was?

- A. Dr. S. Radhakrishnan
- B. Vijaya Naipaul
- C. Vimarsh Govind
- D. J. Natarajan

Question Number : 91 Question Id : 4165291446 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 year did the Indian Federation of Working Journalists come into being?

- A. 1972
- B. 1951
- C. 1952
- D. 1973

Question Number : 92 Question Id : 4165291447 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 year did the The National Union of Journalists (India) come into being?

- A. 1972
- B. 1951
- C. 1952
- D. 1973

Question Number : 93 Question Id : 4165291448 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 process of registration of a publication?

- A. Approach the Regional Magistrate court.
- B. Prepare the application in the format as prescribed.
- C. Obtain Number allotted by the magistrate court.
- D. Create dummy of your magazine

Question Number : 94 Question Id : 4165291449 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 soliciting articles is called?

- A. Request for articles
- B. Call for articles
- C. Call for submissions
- D. Request for submissions

Question Number : 95 Question Id : 4165291450 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 year was the Madras Gazette established?

- A. 1789
- B. 1857
- C. 1919
- D. 1795

Question Number : 96 Question Id : 4165291451 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 Statesman in Calcutta was established in 1875 by?

- A. William Jones
- B. Robert Williams
- C. Robert Knight
- D. William Knight

Question Number : 97 Question Id : 4165291452 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 survey of a whole population is known as?

- A. Counting
- B. Migration
- C. Census
- D. Voting

Question Number : 98 Question Id : 4165291453 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Name the type of qualitative research done by anthropologist in which a group of people belonging to a tribe is studied and detailed descriptions of how they live are observed.

- A. Objectivity
- B. Diary Entry
- C. Family Tree
- D. Ethnography

Question Number : 99 Question Id : 4165291454 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An oversimplified representation which is used to categorise and evaluate all members of a particular social group.

- A. Herd Mentality
- B. Group thinking
- C. Stereotype
- D. Gramophone type

Question Number : 100 Question Id : 4165291455 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 kind of questioning that starts with general questions and then narrows down to specifics is called?

- A. Group questions
- B. Narrow Questioning
- C. Specific Questioning
- D. Funnel Questioning