<table>
<thead>
<tr>
<th>Item No</th>
<th>Question ID</th>
<th>Question Type</th>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>541601</td>
<td>MCQ</td>
<td>What is the full form of USP?</td>
<td>A: Unique Selling Purchase</td>
</tr>
</tbody>
</table>
Question:
A: Doordarshan
B: Colour TV
C: Satellite TV
D: All India Radio
E: Prasar Bharti

Choose the correct answer from the options given below:
A: B, D, A, E, C
B: A, E, C, D, B
C: D, A, B, C, E
D: C, E, D, A, B

Section: MASS MEDIA STUDIES
Item No: 5
Question ID: 541605
Question Type: MCQ
Question: Which of the following statements about a radio script are correct?
A. It should be in a conversational language
B. It should avoid technical jargons
C. It should avoid active voice
D. It should be capable of creating imagery in the minds of people

Choose the correct answer from the options given below:
A: A, B, D only
B: A, B, C only
C: B, C, D only
D: A, C, D only

Section: MASS MEDIA STUDIES
Item No: 6
Question ID: 541606
Question Type: MCQ
Question: Professional Y adds new sound effects, creating them in a studio using material of everyday use for film production. Identify the type of artist he is:
A: Sync artist
B: Foley artist
C: Music artist
D: Audio artist

Section: MASS MEDIA STUDIES
Item No: 7
Question ID: 541607
Question Type: MCQ
Question: Why are tribal people represented in a certain way irrespective of their rich culture?
A: This is the reality
B: It helps the audience to make a snapshot judgment about them
To bank on their emotional quotient
Because it is one of the key constructs in sociology

Company X is doing its market research on the basis of age, gender, occupation and education. Which type of market segmentation are they trying to study to identify their potential customers?

A: Geographic segmentation
B: Behaviouristic segmentation
C: Demographic segmentation
D: Psychographic segmentation

Which of the following statements with respect to a reporter are correct?

A. He/she should have good language skills.
B. He/she should not report on accidents.
C. He/she should have a nose for news.
D. He/she should check accuracy of his/her reports.

Choose the correct answer from the options given below:

A: A, C, D only
B: A, B, C only
C: A, B, D only
D: B, C, D only

Which of the following is a journalistic ethic?

A: Fake news
B: Sting operation
C: Accuracy
D: Partisan reporting

Which of the following statements are correct?

A: False news
B: Sensationalism
C: Accuracy
D: Objective reporting
Which of the following statements are correct?
A. Radio is an affordable and cheap medium.
B. Radio messages are ephemeral.
C. Radio is used for visual messages.
D. Radio is an aural medium.
E. The reach of radio is spread to rural areas.

Choose the correct answer from the options given below:

A: A, B, D, E only
B: A, B, C, D only
C: A, B, C, E only
D: A, C, D, E only

Section: MASS MEDIA STUDIES
Item No: 12
Question ID: 5416012
Question Type: MCQ
Question: Identify a trait which a Radio Jockey does not have:
A: He/she is an influencer
B: He/she has voice clarity
C: He/she should be an extrovert
D: He/she has a fear of public speaking

Section: MASS MEDIA STUDIES
Item No: 13
Question ID: 5416013
Question Type: MCQ
Question: Disadvantage of magazine advertising is:
A. Better visual quality
B. Longer shelf life
C. Easy and smooth reading
D. Premium page quality
E. High cost

Choose the correct answer from the options given below:
A: A only
B: E only
C: B and D only
D: D only

Section: MASS MEDIA STUDIES
Item No: 14
Question ID: 5416014
Question Type: MCQ
Question: This particular type of advertising focuses on philanthropic activities mostly concerning social or political issues. These are brought out by NGO’s or a group of like-minded people who wish to initiate a communication to expose the issue. Identify the type of advertising.
A: Advocacy advertising
Section: MASS MEDIA STUDIES
Item No: 15
Question ID: 5416015
Question Type: MCQ
Question: Who is the author of ‘Public Opinion’?
A: Lionel Fieldon
B: Walter Lippmann
C: Lumeire Bros
D: Satyajit Ray

Section: MASS MEDIA STUDIES
Item No: 16
Question ID: 5416016
Question Type: MCQ
Question: Digital convergence includes:
A: Podcasting videos
B: Mall activations
C: Exhibitions
D: Transit advertising

Section: MASS MEDIA STUDIES
Item No: 17
Question ID: 5416017
Question Type: MCQ
Question: Match List I with list II.

<table>
<thead>
<tr>
<th>List I</th>
<th>List II</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Prabhat Studio</td>
<td>I. Salem</td>
</tr>
<tr>
<td>B. Bombay Talkies</td>
<td>II. Pune</td>
</tr>
<tr>
<td>C. New Theatre</td>
<td>III. Mumbai</td>
</tr>
<tr>
<td>D. Modern Theatres Studios</td>
<td>IV. Kolkata</td>
</tr>
</tbody>
</table>

Choose the correct answer from the options given below:
A: A - I, B - II, C - IV, D - III
B: A - II, B - III, C - IV, D - I
C: A - I, B - III, C - II, D - IV
D: A - II, B - IV, C - III, D - I

Section: MASS MEDIA STUDIES
Item No: 18
Question ID: 5416018
<table>
<thead>
<tr>
<th>Section:</th>
<th>MASS MEDIA STUDIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item No:</td>
<td>19</td>
</tr>
<tr>
<td>Question ID:</td>
<td>5416019</td>
</tr>
<tr>
<td>Question Type:</td>
<td>MCQ</td>
</tr>
<tr>
<td>Question:</td>
<td>This advertising helps consumers to remember the brand/product through endorser and brand association in movies/soap operas. Identify the type of advertising.</td>
</tr>
<tr>
<td>A:</td>
<td>Institutional advertising</td>
</tr>
<tr>
<td>B:</td>
<td>Product advertising</td>
</tr>
<tr>
<td>C:</td>
<td>Advocacy advertising</td>
</tr>
<tr>
<td>D:</td>
<td>Covert advertising</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section:</th>
<th>MASS MEDIA STUDIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item No:</td>
<td>20</td>
</tr>
<tr>
<td>Question ID:</td>
<td>5416020</td>
</tr>
<tr>
<td>Question Type:</td>
<td>MCQ</td>
</tr>
<tr>
<td>Question:</td>
<td>“Post production transforms thousands of feet of raw footage into a finished film.” Identify the correct sequence of the process.</td>
</tr>
<tr>
<td>A:</td>
<td>A, B, C, D, E</td>
</tr>
<tr>
<td>B:</td>
<td>B, C, A, D, E</td>
</tr>
<tr>
<td>C:</td>
<td>D, A, E, B, C</td>
</tr>
<tr>
<td>D:</td>
<td>E, D, C, B, A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section:</th>
<th>MASS MEDIA STUDIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item No:</td>
<td>21</td>
</tr>
<tr>
<td>Question ID:</td>
<td>5416021</td>
</tr>
<tr>
<td>Question Type:</td>
<td>MCQ</td>
</tr>
<tr>
<td>Question:</td>
<td>Which of the following is NOT an editing software for movies?</td>
</tr>
<tr>
<td>A:</td>
<td>Filmora</td>
</tr>
<tr>
<td>B:</td>
<td>Final cut pro</td>
</tr>
<tr>
<td>C:</td>
<td>Avid</td>
</tr>
<tr>
<td>D:</td>
<td>Adobe photoshop</td>
</tr>
<tr>
<td>Section: MASS MEDIA STUDIES</td>
<td>Item No: 22</td>
</tr>
<tr>
<td>----------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Section: MASS MEDIA STUDIES</td>
<td>Item No: 23</td>
</tr>
<tr>
<td>Section: MASS MEDIA STUDIES</td>
<td>Item No: 24</td>
</tr>
<tr>
<td>Section: MASS MEDIA STUDIES</td>
<td>Item No: 25</td>
</tr>
</tbody>
</table>
Question: According to Majid Tehranian, the three mega-trends of the 21st century are:

A. Social, Economic and Political
B. Socialism, Culturalism and Regionalism
C. Globalization, Liberalization and Democratization
D. Socialization, Sanskritization and Democratization
E. Regionalization, Globalization and Democratization

Choose the correct answer from the options given below:

A: A and E only
B: B and C only
C: E only
D: D only

Question: From the following statements, which statement is ‘false’ about Dada Saheb Phalke?

A: He is the creator of the first feature film in India
B: He used special effects in his films
C: He cast female actors in his first film ‘Raja Harishchandra’
D: He trained his own wife Sarawasti Phalke in lab techniques

Question: Amartya Sen believed that:

A. Democracy and associated political freedom are significant parts of human freedom.
B. Democracy enhances political attention that weaker people get.
C. In democracy, formation of values and priorities take place through public discussions and representative participation.
D. For a successful functioning of democracy, the average man be well informed.
E. Globalization and regionalization are proceeding rapidly by technical progress. However, democratization is lagging behind.

Choose the correct answer from the options given below:

A: A, B and C only
B: D only
### Question 29

**Type:** MCQ  

**Description:** Match List I with List II.

<table>
<thead>
<tr>
<th>List I</th>
<th>List II</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Spoken word format</td>
<td>I. Musical magazine</td>
</tr>
<tr>
<td>B. Music format</td>
<td>II. Discussions</td>
</tr>
<tr>
<td>C. News Bulletins</td>
<td>III. 15 min duration, 'spot' reports, speeches</td>
</tr>
<tr>
<td>D. News reels</td>
<td>IV. Put out by AIR almost every hour of the day. Major bulletins are for 15 mins.</td>
</tr>
</tbody>
</table>

Choose the correct answer from the options given below:

A: A - II, B - I, C - IV, D - III  
B: A - I, B - II, C - III, D - IV  
C: A - IV, B - III, C - II, D - I  
D: A - III, B - I, C - IV, D - II

---

### Question 30

**Type:** MCQ  

**Description:** Match List I with List II.

<table>
<thead>
<tr>
<th>List I</th>
<th>List II</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Action</td>
<td>I. Finding Nemo</td>
</tr>
<tr>
<td>B. Gangster</td>
<td>II. Avatar</td>
</tr>
<tr>
<td>C. Science Fiction</td>
<td>III. Godfather</td>
</tr>
<tr>
<td>D. Animation</td>
<td>IV. Terminator</td>
</tr>
</tbody>
</table>

Choose the correct answer from the options given below:

A: A - IV, B - III, C - II, D - I  
B: A - III, B - II, C - I, D - IV  
C: A - IV, B - III, C - I, D - II  
D: A - II, B - III, C - II, D - I

---

### Question 31

**Type:** MCQ  

**Description:** Arrange the following projects in a chronological order starting from the first educational program on Indian Television.

- Apna Ghar Ghar Kaho
- Ramayan
- Shanti Sen Ke
- Aap Ki Adaab
- Mahabharat

Choose the correct answer from the options given below:

A: Apna Ghar Ghar Kaho, Ramayan, Shanti Sen Ke, Aap Ki Adaab, Mahabharat  
B: Apna Ghar Ghar Kaho, Shanti Sen Ke, Ramayan, Aap Ki Adaab, Mahabharat  
C: Shanti Sen Ke, Apna Ghar Ghar Kaho, Ramayan, Aap Ki Adaab, Mahabharat  
D: Shanti Sen Ke, Apna Ghar Ghar Kaho, Aap Ki Adaab, Ramayan, Mahabharat
Question:
A: Satellite Instructional Television Experiment  
B: Secondary School Television Project  
C: Gyan Darshan Educational Channel  
D: Indian National Satellite Project  
E: Delhi Agriculture Television

Choose the correct answer from the options given below:

A: A, E, C, D, B  
B: B, C, D, E, A  
C: C, B, D, A, E  
D: B, E, A, D, C
Match List I with list II.

<table>
<thead>
<tr>
<th>List I</th>
<th>List II</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Foley effects</td>
<td>I. Background sound effects</td>
</tr>
<tr>
<td>B. Clapper board</td>
<td>II. Used to plan your sets, actor movements, camera angles and narrative flow</td>
</tr>
<tr>
<td>C. Story boarding</td>
<td>III. Instant access to any clip of the project at any time in any order</td>
</tr>
<tr>
<td>D. Non-Linear editing</td>
<td>IV. This is used to mark various scenes and takes as they are filmed and audio recorded</td>
</tr>
</tbody>
</table>

Choose the correct answer from the options given below:

A: A - I, B - II, C - III, D - IV
B: A - IV, B - III, C - II, D - I
C: A - II, B - I, C - IV, D - III
D: A - I, B - IV, C - II, D - III

Under the category of file formats, pick out the wrong option:

A: GIFS
B: JPEGs
C: PNG
D: HTML

Form, specifications, conditions, look, appearance, packaging is defined by which section?

A: R and D section
B: Ideation section
C: Packaging section
D: Designing section
**Question:** Parallel Cinema originated in which state of India?

A: West Bengal  
B: Maharashtra  
C: Karnataka  
D: Gujarat

**Section:** MASS MEDIA STUDIES  
**Item No:** 39  
**Question ID:** 5416039  
**Question Type:** MCQ

**Question:** Arrange the following mediums in a chronological order from their launch in India starting from the first.

A. Radio  
B. Television  
C. Social Media  
D. Cinema  
E. Newspapers

Choose the correct answer from the options given below:

A: A, D, E, C, B  
B: D, A, E, B, C  
C: E, D, A, B, C  
D: E, A, D, B, C

**Section:** MASS MEDIA STUDIES  
**Item No:** 40  
**Question ID:** 5416040  
**Question Type:** MCQ

**Question:** Match List I with list II.

<table>
<thead>
<tr>
<th>List I</th>
<th>List II</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. The PROTOCOL of this URL is in grey</td>
<td>1. FAMILY</td>
</tr>
<tr>
<td>B. The domain of this URL is in black</td>
<td>11. WEB PAGE - entry 1.</td>
</tr>
<tr>
<td>C. The PATH of this URL is in blue</td>
<td>III. PATH</td>
</tr>
<tr>
<td>D. The FILE of this URL is in green.</td>
<td>IV. HTTP</td>
</tr>
</tbody>
</table>

Choose the correct answer from the options given below:

A: A - I, B - II, C - III, D - IV  
B: A - IV, B - I, C - III, D - II  
C: A - IV, B - III, C - II, D - I  
D: A - II, B - IV, C - III, D - I

**Section:** MASS MEDIA STUDIES  
**Item No:** 41  
**Question ID:** 5416041
Instructions: Read the passage carefully and answer the questions.

Volta is a visible brand in the Air Conditioner Market. During the pandemic, the company decided to launch a new product which is a 2 in 1 product. It is cooler cum AC. This product comes with the benefit of 2 in 1 feature and consumes very less units as compared to other brands.

Volta is a well-known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.

Question: Voltas will approach which advertising department to create identity of new product?

A: Creative department
B: Research and Development department
C: Media planning and buying department
D: Administrative department

Instructions: Read the passage carefully and answer the questions.

Volta is a visible brand in the Air Conditioner Market. During the pandemic, the company decided to launch a new product which is a 2 in 1 product. It is cooler cum AC. This product comes with the benefit of 2 in 1 feature and consumes very less units as compared to other brands.

Volta is a well-known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.

Question: What kind of advertising is done by Voltas to advertise a new product in the market?

A: Aggressive campaigning
B: Co-operative advertising
C: Cross promotion
D: Speciality advertising
Vollas is a well known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating a buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.

**Question:** Consuming “very less units” is part of ________.

A: Advertising  
B: Public relations  
C: USP  
D: Lobbying

---

**Section:** MASS MEDIA STUDIES  
**Item No:** 44  
**Question ID:** 5416044  
**Question Type:** MCQ

Instructions: Read the passage carefully and answer the questions.

Vollas is a visible brand in the Air Conditioner Market. During the pandemic, the company decided to launch a new product which is a 2 in 1 product. It is cooler cum AC. This product comes with the benefit of 2 in 1 feature and consumes very less units as compared to other brands.

Vollas is a well known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating a buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.

**Question:** Identify the form of advertising which works for better ‘Image building’ for the brand/company?

A: Institutional advertising  
B: Co-operating advertising  
C: Direct mail  
D: Over the top advertising

---

**Section:** MASS MEDIA STUDIES  
**Item No:** 45  
**Question ID:** 5416045  
**Question Type:** MCQ

Instructions: Read the passage carefully and answer the questions.

Vollas is a visible brand in the Air Conditioner Market. During the pandemic, the company decided to launch a new product which is a 2 in 1 product. It is cooler cum AC. This product comes with the benefit of 2 in 1 feature and consumes very less units as compared to other brands.

Vollas is a well known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating a buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.

**Question:** Which kind of advertising is done to sensitize consumers about the social evils and how to eradicate them?
A: Public service advertising  
B: Product advertising  
C: Informational advertising  
D: Specialty advertising

---

**Instructions:** Read the passage carefully and answer the questions.

Radio programmes can be classified into two broad groups:-

1. Spoken word programmes which includes news, bulletins, talks, discussions, interviews etc.
2. Music programmes includes disc jockey programmes, ‘count down’ shows, musical performance of all types and variety programmes called magazine programmes.

Radio is incomplete without presenters. Presenters and their style of delivery can be crucial elements in determining the success of a programme. Factors associated with presentation include clarity of speech, source credibility, role models, humourous attitude, inquisitive and flexibility.

There are few principles which focus more on radio scripting. Script should include “write for whom”, “imagination”, using of relevant facts, Think it, say it, write it and KISS formula.

Most common and famous radio formats are radio talks and music programs.

**Question:** Identify the odd one out:

A: News bulletins  
B: Talks  
C: Interviews  
D: Music programs

---

**Instructions:** Read the passage carefully and answer the questions.

Radio programmes can be classified into two broad groups:-

1. Spoken word programmes which includes news, bulletins, talks, discussions, interviews etc.
2. Music programmes includes disc jockey programmes, ‘count down’ shows, musical performance of all types and variety programmes called magazine programmes.

Radio is incomplete without presenters. Presenters and their style of delivery can be crucial elements in determining the success of a programme. Factors associated with presentation include clarity of speech, source credibility, role models, humourous attitude, inquisitive and flexibility.

There are few principles which focus more on radio scripting. Script should include “write for whom”, “imagination”, using of relevant facts, Think it, say it, write it and KISS formula.
Question: Presenter should not be ________.
A: Humourous
B: Inquisitive
C: Flexible
D: Rigid

Instructions: Read the passage carefully and answer the questions.

Radio programmes can be classified into two broad groups:-

1. Spoken word programmes which includes news, bulletins, talks, discussions, interviews etc.
2. Music programmes includes disc jockey programmes, ‘count down’ shows, musical performance of all types and variety programmes called magazine programmes.

Radio is incomplete without presenters. Presenters and their style of delivery can be crucial elements in determining the success of a programme. Factors associated with presentation include clarity of speech, source credibility, role models, humours attitude, inquisitive and flexibility.

There are few principles which focus more on radio scripting. Script should include “write for whom”, “imagination”, using of relevant facts, Think it, say it, write it and KISS formula.

Most common and famous radio formats are radio talks and music programs.

Question: Script should be:
A: Imaginative
B: Repetitive
C: Monotonous
D: Lengthy
There are few principles which focus more on radio scripting. Script should include “write for whom”, “imagination”, using of relevant facts. Think it, say it, write it and KISS formula.

Most common and famous radio formats are radio talks and music programs.

<table>
<thead>
<tr>
<th>Question</th>
<th>KISS formula is used for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A:</td>
<td>Writing news reports</td>
</tr>
<tr>
<td>B:</td>
<td>Designing logos</td>
</tr>
<tr>
<td>C:</td>
<td>Writing radio scripts</td>
</tr>
<tr>
<td>D:</td>
<td>Editing images</td>
</tr>
</tbody>
</table>

Passage:

Radio programmes can be classified into two broad groups:

1. Spoken word programmes which includes news, bulletins, talks, discussions, interviews etc.
2. Music programmes includes disc jockey programmes, ‘count down’ shows, musical performance of all types and variety programmes called magazine programmes.

Radio is incomplete without presenters. Presenters and their style of delivery can be crucial elements in determining the success of a programme. Factors associated with presentation include clarity of speech, source credibility, role models, humourous attitude, inquisitive and flexibility.

There are few principles which focus more on radio scripting. Script should include “write for whom”, “imagination”, using of relevant facts. Think it, say it, write it and KISS formula.

Most common and famous radio formats are radio talks and music programs.

<table>
<thead>
<tr>
<th>Question</th>
<th>Which is the most common format in radio?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A:</td>
<td>News reels</td>
</tr>
<tr>
<td>B:</td>
<td>Radio feature</td>
</tr>
<tr>
<td>C:</td>
<td>Radio talks</td>
</tr>
<tr>
<td>D:</td>
<td>Radio plays</td>
</tr>
</tbody>
</table>