

PREVIEW QUESTION BANK(Single)

Module Name : NCET Language: ENGLISH
 Section Name : 318-Mass Media Mass Communication
 Exam Date : 29-Apr-2025 Batch : 09:00-12:00

Sr. No.	Client Question ID	Question Body and Alternatives	Marks	Ne M
Section : 318-Mass Media Mass Communication				
Topic : Topic 101				
Q.Type : Objective Question				
1	4425	Which one of the following allows the viewer to participate in television content production? 1. Serials 2. News 3. Current affair programmes 4. Citizen Journalism (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
2	4426	Which one of the following is the first Indian private cable television network? 1. Aaj Tak 2. Zee TV 3. NDTV India 4. Star News (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				

3	4427	William Bolts attempted to start newspaper in the year _____. 1876 1976 1776 1676 (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
4	4428	Which one of the following is a Marathi newspaper? <i>Amrita Bazaar Patrika</i> <i>Kesari</i> - The Times of India <i>Dainik Bhaskar</i> (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
5	4429	Zee TV Network was founded by _____. - Prannoy Roy - Subhash Chandra - Deepak Chaurasia - Satish Singh (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
6	4430	Reporter's work is to gather _____. - websites - information - visit the events only - newspapers (A) 1 (B) 2 (C) 3	4.0	1.00

		(D) 4		
Q.Type : Objective Question				
7	4431	Which one of the following is the best example of interpersonal communication? 1. Watching TV 2. Reading a newspaper 3. A phone conversation 4. Listening to Radio (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
8	4432	Which one of the following is not a type of mass media? 1. TV 2. Radio 3. Internet 4. Personal Diary (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
9	4433	Which channel telecasts 'Black & White' show? 1. Zee News 2. ABP News 3. Doordarshan 4. Aaj Tak (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
10	4434		4.0	1.00

		What does the Latin word 'Communis' means in the word communication? 1. Commute 2. Conversation 3. Common 4. Contact (A) 1 (B) 2 (C) 3 (D) 4		
Q.Type : Objective Question				
11	4435	In which city radio braodcasting started in India? 1. Calcutta 2. Bombay 3. New Delhi 4. Bangalore (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
12	4436	In which year the movie, 'Sky Force' is centred around India's first airstrike at Sargodha Airbase of Pakistan in the Indo-Pak air war? 1. 1960 2. 1962 3. 1965 4. 1967 (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
13	4437	Who is the lead actress in the movie 'Emergency'? 1. Priyanka Chopra 2. Madhuri Dixit 3. Pariniti Chopra 4. Kangana Ranaut (A) 1 (B) 2	4.0	1.00

		(C) 3		
		(D) 4		
Q.Type : Objective Question				
14	4438	How new media has facilitated the communication? 1. Abstract 2. Conceptual 3. Interactive 4. Public (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
15	4439	In which year the first radio programme was broadcasted by the Radio Club of Bombay? 1. 1925 2. 1924 3. 1923 4. 1922 (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
16	4440	*Mann Ki Baat* programme is broadcasted by which medium? 1. Television 2. Radio 3. Newspaper 4. Magazine (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
17	4441	NFDC stands for - 1. National Festival Development Council 2. National Film Development Corporation 3. National Film Dramatization Company 4. National Festival of Departmental Corporation	4.0	1.00

		(A) 1		
		(B) 2		
		(C) 3		
		(D) 4		
Q.Type : Objective Question				
18	4442	‘<i>Hindi Patrakarita Diwas</i>’ (Hindi Journalism day) is celebrated every year on _____. 1. 26 January 2. 15 August 3. 31 March 4. 30 May (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
19	4443	Which one of the following is a popular video editing software? 1. MS Word 2. Quark Xpress 3. InDesign 4. Final Cut Pro (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
20	4444	‘UMANG’ stands for - 1. Unified Mobile Application for New-age Governance 2. Unified Masses Approach for New-age Government 3. Unsung Masses Application for National Government 4. Unsung Media Approaches for New-age Groups (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
21	4445		4.0	1.00

		The government launched 'Digital India Programme' in which year? 1. 2014 2. 2015 3. 2016 4. 2017 (A) 1 (B) 2 (C) 3 (D) 4		
Q.Type : Objective Question				
22	4446	Identify the correct sequence of Mass Communication Models from the beginning: A. Westley and McLean Model B. Osgood's Model C. Harold Lasswell's Model D. Claude Shannon and Weaver's Model E. Gerbner's Model Choose the correct answer from the options given below: 1. C, D, B, E and A 2. B, D, A, C and E 3. E, A, B, C and D 4. D, E, A, B and C (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
23	4447	Identify the correct sequence of the following: A. scene B. shot C. frame D. sequence E. film Choose the correct answer from the options given below: 1. A, D, C, B and E 2. B, C, D, A and E 3. E, A, C, B and D 4. C, B, A, D and E (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00

Q.Type : Objective Question				
24	4448	Mass Communication is _____. A. Connecting more and more people B. Communication to gathered more people C. Communication with limited people D. Target oriented communication E. More people is target Choose the correct answer from the options given below: 1. E, D, B, A 2. A, B, D, E 3. B, A, D, C 4. C, E, B, A (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
25	4449	AI and Machine Learning technology is used in most of the essential application like Image labelling in _____. A. Facebook B. YouTube C. Instagram D. TikTok E. Netflix Choose the correct answer from the options given below: 1. A and C Only 2. B and D Only 3. C and E Only 4. A and D Only (A) 1 (B) 2 (C) 3 (D) 4	4.0	1.00
Q.Type : Objective Question				
26	4450		4.0	1.00

All India Radio has a three-tier system of broadcasting in _____.

- A. International
- B. National
- C. Regional
- D. Local
- E. Global

Choose the **correct** answer from the options given below:

- 1. A, B and C Only
- 2. B, C and D Only
- 3. C, D and E Only
- 4. D, E and A Only

(A) 1

(B) 2

(C) 3

(D) 4

Q.Type : Objective Question

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Match the **LIST-I** with **LIST-II**

LIST-I (Film)		LIST-II (Director/Producer)	
A.	<i>Charulata</i>	I.	Laxman Utekar
B.	<i>Mughal-e-Azam</i>	II.	K. Asif
C.	The Kashmir Files	III.	Satyajit Ray
D.	<i>Chhaava</i>	IV.	Vivek Agnihotri

Choose the **correct** answer from the options given below:

- 1. A-I, B-III, C-IV, D-II
- 2. A-III, B-II, C-IV, D-I
- 3. A-III, B-I, C-IV, D-II
- 4. A-II, B-I, C-III, D-IV

(A) 1

(B) 2

(C) 3

(D) 4

Q.Type : Objective Question

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Match the **LIST-I** with **LIST-II**

LIST-I (Events of Radio)		LIST-II (Started year)	
A.	First Radio Programme	I.	2001
B.	FM Gold	II.	1946
C.	Audience Research Unit of Aakashwani	III.	2017
D.	Central Bureau of Communication	IV.	1923

Choose the **correct** answer from the options given below:

1. A-I, B-III, C-IV, D-II
2. A-IV, B-I, C-II, D-III
3. A-II, B-IV, C-I, D-III
4. A-IV, B-III, C-II, D-I

(A) 1

(B) 2

(C) 3

(D) 4