

PREVIEW QUESTION BANK(Single)

Module Name : NCET Language: ENGLISH
 Section Name : 318-Mass Media Mass Communication
 Exam Date : 29-Apr-2025 Batch : 15:00-18:00

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	6425	Verbal Communication is a _____ process. (1) Continuous (2) Discontinuous (3) Partial (4) Untimely (A) 1 (B) 2 (C) 3 (D) 4	4.0	
Q.Type : Objective Question				
2	6426	CBFC Stands for _____. (1) Central Body of Festival Council (2) Central Board of Film Certification (3) Central Board of Film Corporation (4) Central Body of Finance Corporation (A) 1 (B) 2 (C) 3 (D) 4	4.0	
Q.Type : Objective Question				
3	6427	Television broadcasting in India was started in the year _____. (1) 1958 (2) 1959 (3) 1960 (4) 1961 (A) 1 (B) 2 (C) 3	4.0	

		(D) 4	
Q.Type : Objective Question			
4	6428	'Chhava' is an Indian film based on the life of _____. (1) Sambhaji Maharaj (2) Shivaji Maharaj (3) Arjun Maharaj (4) Chandragupt Maurya (A) 1 (B) 2 (C) 3 (D) 4	4.0
Q.Type : Objective Question			
5	6429	Who is the director of the film 'The Sabarmati Report'? (1) Karan Johar (2) Dheeraj Sarma (3) Kangana Ranaut (4) Sanjay Leela Bhansali (A) 1 (B) 2 (C) 3 (D) 4	4.0
Q.Type : Objective Question			
6	6430	The educational channel of Doordarshan is _____. (1) Bharati (2) Gyan Darshan (3) Vidya Bharti (4) ETV (A) 1 (B) 2 (C) 3 (D) 4	4.0
Q.Type : Objective Question			
7	6431	Internet was first developed in _____. (1) India (2) US (3) Canada (4) Brazil	4.0

		(A) 1	
		(B) 2	
		(C) 3	
		(D) 4	

Q.Type : Objective Question

8	6432	The program 'Mere Desh Ki Dharti' is telecasted on _____. (1) ETV (2) NDTV (3) Doordarshan (4) Zee TV (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

9	6433	Who received Dadasaheb Phalke Award in 2024? (1) Amitabh Bacchan (2) Mithun Chakraborty (3) Raj Kapoor (4) Anil Kapoor (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

10	6434	Which one of the following is an example of new media? (1) Newspaper (2) Vlogging (3) Diary Writing (4) Magazine (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

11	6435	A face-to-face interaction with media persons is generally know as : (1) Interview (2) Press Conference (3) Press Release (4) Handout (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

12	6436	Who is considered as the 'Father of Mass Communication'? (1) Wilbur Schramm (2) Harold D. Lasswell (3) Marshall McLuhan (4) Claude Shannon (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

13	6437	India's first indigenous soap opera was _____. (1) Tum Log (2) Hum Log (3) Kaun Log (4) Kasauti Zindagi Kay (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

14	6438	When was Vividh Bharti service started? (1) 1955 (2) 1956 (3) 1957 (4) 1959 (A) 1	4.0
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		(B) 2	
		(C) 3	
		(D) 4	

Q.Type : Objective Question

15	6439	Radio Drama is _____. (1) A story told through sound alone (2) A play told through group (3) A story told through group (4) A group of artists' activity (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

16	6440	Which journalism is cost effective : (1) Print Journalism (2) Mobile Journalism (3) T.V. Journalism (4) Radio Journalism (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

17	6441	A type of advertising that communicates a viewpoint is called _____. (1) Advertorial (2) Advertising (3) Advocacy (4) Advertainment (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

18	6442		4.0
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		The words LAN, WAN, MAN are related to _____. (1) Internet (2) Print Media (3) TV Journalism (4) Traditional Media (A) 1 (B) 2 (C) 3 (D) 4	
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Q.Type : Objective Question

19	6443	What is another term commonly used to refer to hard news? (1) Breaking News (2) Investigative Journalism (3) Spot News (4) Soft News (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

20	6444	The slogan of YouTube is _____. (1) Just Video it (2) Think different (3) Broadcast yourself (4) Broadcast it (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

21	6445	Which Indian actress is referred to as the 'First Lady of Indian Cinema'? (1) Nargis (2) Devika Rani (3) Madhu Bala (4) Meena Kumari (A) 1 (B) 2	4.0
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(C) 3

(D) 4

Q.Type : Objective Question

22	6446	'Skype' is a web & mobile application used for _____. (1) Video Conferencing (2) Sound Editing (3) Image Editing (4) Newspaper layout (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

23	6447	Small Advertisements are _____. (A) Less in cost (B) Less in words (C) Minimum space taking (D) Fixed at same place in newspapers & no limits (E) Easy to understand because of photos Choose the correct answer from the options given below : (1) (B), (A) & (C) (2) (D), (C) & (E) (3) (E), (D) & (C) (4) (A), (E) & (B) (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

24	6448	Identify the correct sequence while watching cinema/film : (A) Technology is essential (B) Point of view of the spectator is constantly changing (C) Each spectator has the same point-of-view (D) In cinema, the actors are always larger than life image (E) Cinema is absolutely recorded audio-visual images Choose the correct answer from the options given below : (1) (A), (D), (B), (C) & (E) (2) (B), (C), (A), (E) & (D) (3) (E), (A), (B), (C) & (D) (4) (D), (B), (C), (A) & (E)	4.0
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		(A) 1	
		(B) 2	
		(C) 3	
		(D) 4	

Q.Type : Objective Question

25	6449	Identify the good qualities of news stories : (A) Focused (B) Unethical (C) Credibility (D) Biased (E) Clarity Choose the correct answer from the options given below : (1) (A), (B) & (C) Only (2) (A), (D) & (E) Only (3) (A), (C) & (E) Only (4) (B), (C) & (D) Only (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

26	6450	AI and Machine Learning technology used in many essential applications for-virtual assistance are _____. (A) Amazon (B) Siri (C) Facebook (D) YouTube (E) Alexa Choose the correct answer from the options given below : (1) (A) & (B) Only (2) (B) & (D) Only (3) (C) & (E) Only (4) (B) & (E) Only (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

27	6451		4.0
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Match List - I with List - II.

List - I

(TV Channels)

- (A) CNBC
- (B) Samay News Channel
- (C) Aaj Tak
- (D) News 24

List - II

(Media Group)

- (I) Sahara Group
- (II) Network 18 Group
- (III) BAG Film and Media Ltd.
- (IV) India Today Group

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

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

(A) 1

(B) 2

(C) 3

(D) 4

Q.Type : Objective Question

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Match List - I with List - II.

List - I

(Social Media Platform)

- (A) YouTube
- (B) X (Twitter)
- (C) Instagram
- (D) Snapchat

List - II

(Starting Year)

- (I) 2006
- (II) 2005
- (III) 2011
- (IV) 2010

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

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

(A) 1

(B) 2

(C) 3

(D) 4

4.0