Subject: Mass Media/Mass Communication
Set Name: V1_Set04
Code: 318
Exam Date: 17-04-2026
SLOT: 2

Question ID	1900
Question Type	MCQ
Question	The term 'Op-Ed' is referred to _____? 1. Opinion and Editorial 2. Page opposite to the Editorial page 3. Opinion and Education 4. Page opposite to the Education page
Options	
A	1
B	2
C	3
D	4

Question ID	1903
Question Type	MCQ
Question	Name the theorist who developed Cultivation Theory. 1. George Gerbner 2. William Stephenson 3. Denis McQuail 4. Bruce Westley
Options	
A	1
B	2
C	3
D	4

Question ID	1907
Question Type	MCQ
Question	In photography, what is the name given to a method for making a direct positive image on a copper plate with a thin coat of silver? 1. Talbot 2. Calotype 3. Daguerreotype 4. Heliography
Options	
A	1
B	2
C	3
D	4

Question ID	1911
Question Type	MCQ
Question	Who made India's first sound feature film (talkie) film Alam Ara? 1. R. Natraj Mudliar 2. Dada Saheb Phalke 3. V. Shantaram 4. Ardeshir Irani

Options	
A	1
B	2
C	3
D	4

Question ID	1914
Question Type	MCQ
Question	Bob Woodward and Carl Bernstein are known for which investigative story? 1. Coalgate story 2. Pegasus story 3. Watergate Scandal 4. Panama Papers
Options	
A	1
B	2
C	3
D	4

Question ID	1918
Question Type	MCQ
Question	Which of the following F numbers will provide greatest depth of field? 1. f/2 2. f/5.6 3. f/8 4. f/16
Options	
A	1
B	2
C	3
D	4

Question ID	1921
Question Type	MCQ
Question	Wide camera shot that allows viewers to see all the ongoing action in a scene is called _____. 1. Zoom shot 2. Master shot 3. Tilt shot 4. Pan shot
Options	
A	1
B	2
C	3
D	4

Question ID	1929
Question Type	MCQ
Question	Which of the following books are written by Marshall McLuhan? A. The Mechanical Bride: Folklore of Industrial Man B. The Gutenberg Galaxy: The making of Typographic Man C. The Medium is the Message: An Inventory of Effects D. War and Peace in the Global village E. The Disneyization of Society Choose the **correct** answer from the options given below:

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

1. A, B, C only
2. C, D only
3. A, B, C, D only
4. B, C, D, E only

Options	
A	1
B	2
C	3
D	4

Question ID	1931
Question Type	MCQ
Question	Who is the film maker of Le voyage dans la lune (A Trip to the Moon) 1. Lumiere Brothers 2. Georges Melies 3. John Grierson 4. Robert Flaharty
Options	
A	1
B	2
C	3
D	4

Question ID	1934
Question Type	MCQ
Question	Match the **LIST-I** with **LIST-II** **LIST-I Name of the film** / **LIST-II Language** A. Sant Tukaram — I. Bengali B. Charulata — II. Malayalam C. Chemmin — III. Marathi D. Mother India — IV. Hindi Choose the **correct** answer from the options given below: 1. A-II, B-I, C-III, D-IV 2. A-I, B-II, C-III, D-IV 3. A-III, B-I, C-II, D-IV 4. A-III, B-II, C-I, D-IV
Options	
A	1
B	2
C	3
D	4

Question ID	1937
Question Type	MCQ
Question	The replies given to a reporter's questions by people on the street is called _____? 1. Vox pop 2. Interview 3. Voice over 4. Vlog

Options	
A	1
B	2
C	3
D	4

Question ID	1938
Question Type	MCQ
Question	The two-step flow theory was proposed by _____ 1. Harold Lasswell 2. Paul Lazarsfeld 3. George Gerbner 4. Noelle-Neuman
Options	
A	1
B	2
C	3
D	4

Question ID	1941
Question Type	MCQ
Question	What is the name of the first personal computer? 1. Pong 2. Nickel 3. Altair 4. Arpanet
Options	
A	1
B	2
C	3
D	4

Question ID	1942
Question Type	MCQ
Question	Which of the following films are NOT made by Satyajit Ray? A. The Apu-Trilogy B. Meghe Dhoke Tera C. Devi D. Devdas E. Shatranj Ke Khiladi Choose the **correct** answer from the options given below: 1. B, D only 2. B, C only 3. D, E only 4. A, B only
Options	
A	1
B	2
C	3
D	4

Question ID	1945
Question Type	MCQ
Question	What is the net lingo, to trick someone into providing personal details by sending e-mail that presents it fraudulently, as emanating from a bank or Internet provider?

Question	e-mail that presents it fraudulently, as emanating from a bank or internet provider? 1. Phonograph 2. Phish 3. Plagarism 4. Ping
Options	
A	1
B	2
C	3
D	4

Question ID	1947
Question Type	MCQ
Question	Which broadcasting targets a limited audience? 1. Podcasting 2. Telecasting 3. Narrow casting 4. Vlogging
Options	
A	1
B	2
C	3
D	4

Question ID	1948
Question Type	MCQ
Question	Match the **LIST-I** with **LIST-II** **LIST-I Puppet** / **LIST-II State** A. Kathputli — I. Assam B. Sakhi Kundhei — II. Rajasthan C. Putla Nach — III. Tamil Nadu D. Bommalattam — IV. Orissa Choose the **correct** answer from the options given below: 1. A-II, B-I, C-III, D-IV 2. A-IV, B-II, C-III, D-I 3. A-I, B-III, C-II, D-IV 4. A-II, B-IV, C-I, D-III
Options	
A	1
B	2
C	3
D	4

Question ID	1951
Question Type	MCQ
Question	Identify the scholar who introduced the phrase "manufacturing consent" 1. Marshall McLuhan 2. Noam Chomsky 3. Sigmund Freud 4. Johan Galtung
Options	

A	1
B	2
C	3
D	4

Question ID	1952
Question Type	MCQ
Question	An exclusive news story is also referred to as _____? 1. Headline 2. Scoop 3. Byte 4. Lead
Options	
A	1
B	2
C	3
D	4

Question ID	1953
Question Type	MCQ
Question	Advertising the same product in several media forms and outlets is called _____? 1. Cross promotion 2. Cross advertising 3. Convert advertising 4. Advertorial
Options	
A	1
B	2
C	3
D	4

Question ID	1955
Question Type	MCQ
Question	The Minerva Mills vs Union of India case dealt with which of the following? 1. Defamation 2. Freedom of the press 3. Copyright 4. Fundamental Rights
Options	
A	1
B	2
C	3
D	4

Question ID	1956
Question Type	MCQ
Question	Identify the video, news, and magazine of the pre-satellite television era from the following. 1. Inside story 2. Newstime 3. Eye witness 4. News hour
Options	

A	1
B	2
C	3
D	4

Question ID	1958
Question Type	MCQ
Question	Identify the scholar associated with the concept of "Public Sphere." 1. Jurgen Habermas 2. Langer Susanne 3. Marshall McLuhan 4. Shannon and Weaver
Options	
A	1
B	2
C	3
D	4

Question ID	1959
Question Type	MCQ
Question	Which of the following are film editing softwares? A. Final Cut Pro B. I-movies C. Filmora D. Logic Pro Choose the **correct** answer from the options given below: 1. A, B, C only 2. B, C only 3. A, B only 4. B, C, D only
Options	
A	1
B	2
C	3
D	4

Question ID	1961
Question Type	MCQ
Question	Arrange in correct sequence the international events, beginning from the first. A. Cold war begins B. Disintegration of USSR C. Fall of Berlin Wall D. 9/11 Choose the **correct** answer from the options given below: 1. A, C, B, D 2. A, B, D, C 3. A, C, D, B 4. A, B, C, D
Options	
A	1
B	2
C	3
D	4

Question ID	1962
Question Type	MCQ
Question	Arrange the following films in correct sequence, according to their year of release beginning from the first. A. Aamir B. Charulata C. Aparajito D. Yuva Choose the **correct** answer from the options given below: 1. C, B, D, A 2. B, C, D, A 3. D, B, C, A 4. C, B, A, D
Options	
A	1
B	2
C	3
D	4

Question ID	1963
Question Type	MCQ
Question	A photo caption is also known as _____. 1. Print line 2. Cutline 3. Byline 4. Date line
Options	
A	1
B	2
C	3
D	4

Question ID	1964
Question Type	MCQ
Question	Trial by media is a term used for: 1. Media coverage providing judgements about a public figure in news 2. Interpretative journalism 3. Citizen journalism 4. Media coverage on the judicial proceedings
Options	
A	1
B	2
C	3
D	4