

Subject:	Mass Media/Mass Communication
Set Name:	V2_SET3
Code:	318
Exam Date:	18-04-2026
SLOT:	1

Question ID	262640
Question Type	MCQ
Question	Which theory posits that audience is passive and media has direct effect on audiences? 1. Magic bullet theory 2. Agenda setting theory 3. Spiral of silence 4. Cultivation theory
Options	
A	1
B	2
C	3
D	4

Question ID	262645
Question Type	MCQ
Question	'Areopagitica' by English poet, John Milton is about _____? 1. Protection of Human Rights 2. Language and Society 3. Defence of the Freedom of the Press 4. Characteristic features of human language
Options	
A	1
B	2
C	3
D	4

Question ID	262651
Question Type	MCQ
Question	Name the software that can secretly gain acces to a computer user's hard drive through an internet connection, capable of extracting information from the hard drive without the user's knowledge. 1. Spam 2. Spyware 3. Phishing 4. Node
Options	
A	1
B	2
C	3
D	4

Question ID	262661
Question Type	MCQ
Question	What is the name given to a practice of western societies when they ignore news events related to other societies unless it invovles political turmoil or natural disaster? 1. Spiral of silence syndrome

2. Coups and earthquake syndrome
3. Cultivation syndrome
4. Diffusion of innovation

Options

- | | |
|----------|---|
| A | 1 |
| B | 2 |
| C | 3 |
| D | 4 |

Question ID 262666

Question Type MCQ

Question Who defined film documentary as "the creative interpretation of reality"?

1. Lumiere Brothers
2. John Grierson
3. Robert Flaharty
4. Dada Saheb Phalke

Options

- | | |
|----------|---|
| A | 1 |
| B | 2 |
| C | 3 |
| D | 4 |

Question ID 262671

Question Type MCQ

Question Reporting associated with a political party or ideology, generally showing a bias to that party or ideology is called _____?

1. Partisan reporting
2. Investigative reporting
3. Fake reporting
4. Objective reporting

Options

- | | |
|----------|---|
| A | 1 |
| B | 2 |
| C | 3 |
| D | 4 |

Question ID 262674

Question Type MCQ

Question Op Ed is a term referred to _____ ?

1. Opinion and views of the editor
2. Opinion and Editor's page
3. Page opposite to the editorial page
4. Opposite to the advertorial

Options

- | | |
|----------|---|
| A | 1 |
| B | 2 |
| C | 3 |
| D | 4 |

Question ID 262681

Question Type MCQ

What is the name given to the geographic area, where radio and television reception is poor, even though it falls within the usual range of transmitter?

Question	1. Dead zone 2. Dead line 3. Dead spot 4. Dead area
Options	
A	1
B	2
C	3
D	4

Question ID	262684
Question Type	MCQ
Question	Palme d'Or is the highest honor awarded at which film festival? 1. Berlin film festival 2. Cannes film festival 3. New York film festival 4. Paris film festival
Options	
A	1
B	2
C	3
D	4

Question ID	262685
Question Type	MCQ
Question	Photographers who pursue celebrities aggressively and persistently in order to take candid photos of them are called _____? 1. Paparazzi 2. Photo journalist 3. Panorama journalist 4. Yellow journalist
Options	
A	1
B	2
C	3
D	4

Question ID	262689
Question Type	MCQ
Question	Identify the turning point that emerged in journalism in the Iraq war against Saddam Hussain in 2003. 1. Embedding 2. Public opinion 3. Facebook revolution 4. Propaganda
Options	
A	1
B	2
C	3
D	4

Question ID	262691
Question Type	MCQ
Question	Who is a film maker of Mughal-e-Azam? 1. K. Asif

Question	2. Dada Saheb Phalke 3. Raj Kapoor 4. Guru Dutt
Options	
A	1
B	2
C	3
D	4

Question ID	262696												
Question Type	MCQ												
Question	Match List-I with List-II <table><tr><th>List-I</th><th>List-II</th></tr><tr><th>Book</th><th>Authors</th></tr><tr><td>(A) Medium is the Message: An Inventory of Effects</td><td>(I) Jan Dijk</td></tr><tr><td>(B) The Bias of Communication</td><td>(II) Janet Murray</td></tr><tr><td>(C) The Network World</td><td>(III) Marshall McLuhan</td></tr><tr><td>(D) The Future of Narrative in Cyberspace</td><td>(IV) Harold Innis</td></tr></table> Choose the correct answer from the options given below: 1. (A) - (II), (B) - (III), (C) - (I), (D) - (IV) 2. (A) - (I), (B) - (III), (C) - (II), (D) - (IV) 3. (A) - (III), (B) - (IV), (C) - (I), (D) - (II) 4. (A) - (III), (B) - (II), (C) - (IV), (D) - (I)	List-I	List-II	Book	Authors	(A) Medium is the Message: An Inventory of Effects	(I) Jan Dijk	(B) The Bias of Communication	(II) Janet Murray	(C) The Network World	(III) Marshall McLuhan	(D) The Future of Narrative in Cyberspace	(IV) Harold Innis
List-I	List-II												
Book	Authors												
(A) Medium is the Message: An Inventory of Effects	(I) Jan Dijk												
(B) The Bias of Communication	(II) Janet Murray												
(C) The Network World	(III) Marshall McLuhan												
(D) The Future of Narrative in Cyberspace	(IV) Harold Innis												
Options													
A	1												
B	2												
C	3												
D	4												

Question ID	262701
Question Type	MCQ
Question	Which of the following are responsibilities of a PRO? (A) Ability to write clearly and concisely (B) Good communicator with ability to convince people in favour of management (C) Ability to plan a communication strategy and implement the same successfully (D) Providing inimical interviews to the press. Choose the correct answer from the options given below: 1. (A) and (B) only 2. (A), (C) and (D) only 3. (A), (B), and (C) only 4. (B), and (C) only
Options	
A	1
B	2

C	3
D	4
Question ID	262709
Question Type	MCQ
Question	Arrange the international events in sequence, beginning from the first.
	(A) Arab Spring
	(B) Crimea War
	(C) Disintegration of USSR
	(D) Formation of United Nations
	Choose the correct answer from the options given below:
	1. (A), (B), (C), (D)
	2. (D), (C), (A), (B)
	3. (C), (D), (A), (B)
	4. (D), (A), (C), (B)
Options	
A	1
B	2
C	3
D	4

Question ID

262716

Question Type

MCQ

Question

Match List-I with List-II

List-I	List-II
Name of Theory	Explantion of Theory
(A) Hermeneutics	(I) The theory that a single shot or piece of film can be given a different interpretation when shown next to another
(B) Intertextuality	(II) In feminist theory, the idea that a man gains power through being able to view a women without her looking back at him
(C)Kuleshov effect	(III) The systematic study of texts on the basis of their language and their history and how people interpret texts
(D) Male Gaze	(IV) The theory, that all media are inter-related and can only be defined by their relations with others

Options

A

1

B

2

C

3

D

4

Choose the correct answer from the options given below:

1. (A) - (I), (B) - (II), (C) - (III), (D) - (IV)

2. (A) - (III), (B) - (II), (C) - (I), (D) - (IV)

3. (A) - (I), (B) - (II), (C) - (IV), (D) - (III)

4. (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

Question ID	262722
Question Type	MCQ

Question	Which of the following statements about aperture in camera, are correct?
	(A) To regulate duration of light entering lens
	(B) To manage depth in the visual
	(C) To regulate the amount of light to pass through camera lens
	(D) It is the hole at the centre of a lens
Choose the correct answer from the options given below:	
1. (A) and (D) only	
2. (B) and (C) only	
3. (B), (C) and (D) only	
4. (A), (B) and (C) only	
Options	
A	1
B	2
C	3
D	4

Question ID	262724
Question Type	MCQ
Question	Karnataka's string puppet is called_____?
	1. Bommalattam
	2. Malasutri Bhaulya
	3. Gombeyatta
	4. Sakhi Kundhei
Options	
A	1
B	2
C	3
D	4

Question ID	262727
Question Type	MCQ
Question	'Beti Bachao' Beti Padhao' is a government ad campaign. This campaign serves which advertising?
	1. Information Advertising
	2. Public Service Advertising
	3. Institutional Advertising
	4. Advocacy Advertising
Options	
A	1
B	2
C	3
D	4

Question ID	262729
Question Type	MCQ
Question	Habib Tanvir is a popular name in_____?
	1. Tamasha
	2. Nautanki
	3. Khayal
	4. Street Theatre

Options	
A	1
B	2
C	3
D	4

Question ID	262732
Question Type	MCQ
Question	What is the name given to a measurement of radio waves, describing the distance of the waves upwards or downwards from the centre point? 1. Analogue 2. Amplitude 3. Amplify 4. Astrotalk
Options	
A	1
B	2
C	3
D	4

Question ID	262734
Question Type	MCQ
Question	Which event introduced color television in India? 1. Asian Games 1980 2. Asian Games 1982 3. World Cup Cricket 1984 4. World Cup Cricket 1986
Options	
A	1
B	2
C	3
D	4

Question ID	262738
Question Type	MCQ
Question	Who is known as first female photo journalist of India? 1. Homai Vyarawalla 2. Prema Malhotra 3. Devika Rani 4. Margret Alva
Options	
A	1
B	2
C	3
D	4

Question ID	262743
Question Type	MCQ
Question	The Pulitzer Prizer is awarded by which institution? 1. Oxford University 2. Columbia University 3. New York University 4. Harvard University
Options	
A	1

B	2
C	3
D	4

Question ID	262746
Question Type	MCQ
Question	Which of the following is not a name of a microphone? 1. Cardioid 2. Dynamic 3. Fisher boom 4. Guide mic
Options	
A	1
B	2
C	3
D	4

Question ID	262750
Question Type	MCQ
Question	What shifted the economic basis of newspaper publishing in the late nineteen century when newspapers became dependent upon advertising revenues? 1. Cold War 2. NorthCliff revolution 3. Satellite TV transmission 4. Facebook revolution
Options	
A	1
B	2
C	3
D	4

Question ID	262754
Question Type	MCQ
Question	Who coined the term Gutenberg Galaxy? 1. Marshall McLuhan 2. Johannes Gutenberg 3. Denis McQuail 4. Lawrence Crossberg
Options	
A	1
B	2
C	3
D	4

Question ID	262757
Question Type	MCQ
Question	Identify the popular Britain newspaper which was shut down because of phone hacking controversy? 1. Mirror 2. Sun 3. Daily Herald 4. News of the World
Options	

A	1
B	2
C	3
D	4