

1. In mass media research, experimental method involves:  
A) Observation                      B) Manipulation of variables  
C) Conducting interviews        D) Field studies
2. Action research is conducted with the purpose of:  
A) Creating theoretical frameworks  
B) Gathering numerical data  
C) Developing hypotheses  
D) Solving practical problems
3. Qualitative research primarily focuses on:  
A) Measuring variables          B) Understanding meaning and experience  
C) Statistical data                 D) Numerical analysis
4. A variable that creates possible, but incorrect explanation of results is called ---- variable.  
A) Dependent                      B) Independent  
C) Confounding                  D) Discrete
5. Biased : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : Unbiased:- is an example of ----.  
A) Thurstone scale                B) Guttman Scale  
C) Likert Scale                     D) Semantic Differential Scale
6. A statistical technique that compares the means of two or more groups to determine if they differ significantly.  
A) Chi-Square                      B) ANOVA  
C) Standard Deviation          D) Regression
7. Smith, A., & Johnson, B. R. (2022). The impact of social media on public perception: A mass media analysis. *Journal of Media Studies*, 45(3), 123-140.  
<https://doi.org/10.1234/jms.v45i3.6789>  
The above citation follows which style manual?  
A) APA (American Psychological Association)  
B) MLA (Modern Language Association)  
C) Chicago Manual of Style  
D) IEEE (Institute of Electrical and Electronics Engineers)
8. Internal Complaints Committees (ICC) are mandatory in workplaces according to:  
A) POCSO Act                      B) PoSH Act  
C) IPC Section 499                D) BNS Section 75



20. Match List I (world-famous interviewers) with List II (celebrities).
- |                    |                    |
|--------------------|--------------------|
| List I             | List II            |
| a. Oprah Winfrey   | 1. Elton John      |
| b. David Frost     | 2. Michael Jackson |
| c. Larry King      | 3. Monika Lewinsky |
| d. Barbara Walters | 4. Richard Nixon   |
- A) a-2, b-4, c-1, d-3      B) a-4, b-2, c-3, d-1  
C) a-4, b-1, c-2, d-3      D) a-2, b-1, c-4, d-3
21. The Fibonacci sequence in Mathematics is closely connected with the Golden Mean which can be visible in:
- A) Camera angles      B) Visual transitions  
C) Reverberation      D) Visual compositions
22. ----- credited with the establishing of Equal Loudness Curves.
- A) Emile Berliner      B) Blaise Pascal  
C) Fletcher and Munson      D) Edwin Howard Armstrong
23. ----- cables are used for audio connections in professional equipment.
- A) HDMI      B) VGA      C) Ethernet      D) XLR
24. ----- rule says that camera angles should remain on one side of the action axis during a multi-cam shoot.
- A) 30 degree      B) 180 degree      C) 90 degree      D) 45 degree
25. Bats locate sound based on the principle of:
- A) Reverberation      B) Resonance  
C) Sound envelope      D) Echolocation
26. The present chairperson of Press Council of India:
- A) Ju. C.K.Prasad      B) Ju. Markandeya Katju  
C) Ju. N.Rajagopala Iyengar      D) Ju. Ranjana Prakash Desai
27. India's first government-owned OTT platform is operating from:
- A) Haryana      B) Chattisgarh  
C) TamilNadu      D) Kerala
28. The model which represents communication as a spiral process that grows and develops over time:
- A) Dance Model      B) Berlo's Model  
C) NewCombe's model      D) Shannon and Weaver Model
29. ----questions are asked to obtain an oral answer within the House of Parliament or Legislative Assembly.
- A) Starred      B) Un-starred      C) Short      D) Long

30. Match the following List I with List II:
- |              |            |
|--------------|------------|
| List I       | List II    |
| a. Open AI   | 1. CoPilot |
| b. Google    | 2. ChatGPT |
| c. Microsoft | 3. Meta    |
| d. Llama     | 4. Gemini  |
- A) a-2, b-1, c-4, d-3      B) a-4, b-2, c-3, d-1  
C) a-3, b-4, c-1, d-2      D) a-2, b-4, c-1, d-3
31. ----- was reprimanded by the Indian Parliament for breaching the parliamentary privileges in 1961 for his writings about Acharya J.B.Kripalani.
- A) R K Karanjia      B) Khushwant Singh  
C) C.P.Ramachandran      D) Edathatta Narayanan
32. The journalist who unearthed the flaws in the anonymity clause of the electoral bond scheme:
- A) Suhasini Hyder      B) Srinivasan Jain  
C) Poonam Agarwal      D) Burkha Dutt
33. The distance between the nearest and farthest objects in a scene that appears acceptably sharp in an image is:
- A) Aperture      B) Depth of Field  
C) Focal Length      D) Area of exposure
34. The final shot of the previous scene gradually disappears into the first shot of the next scene and it gradually appears is:
- A) fade      B) dissolve      C) wipe      D) All of these
35. ----- lighting technique creates a dramatic effect by producing a small, triangular patch of light on the subject's cheek, opposite the light source, while most of the face remains in shadow.
- A) Chiaroscuro      B) Rembrandt      C) Butterfly      D) Three-point
36. Associated Press (AP) is based in:
- A) USA      B) UK      C) France      D) Germany
37. The first modern tabloid paper in 20<sup>th</sup> century:
- A) The Sun      B) The Daily Mirror  
C) New York World      D) Daily Mail
38. Which of the following is a News aggregator?
- A) Reddit      B) LinkedIn      C) Threads      D) All of these
39. ----- refers to alternative footage that is intercut with the primary footage.
- A) A-Roll      B) B-Roll      C) C-Roll      D) D-Roll

40. A short line or stroke attached to or extending from the open ends of a letterform:  
A) Serif                      B) Sans-Serif      C) Cap-line      D) X-Height
41. A----- is a method of restricting access to content, especially news, with a purchase or a paid subscription.  
A) Network Gatekeeping                      B) Mobile Data  
C) Trench    D) Paywall
42. The graphics on the bottom part of the television such as names and places:  
A) Aston                      B) Bug                      C) Mug                      D) Splice
43. ----- refers to colour intensity of an image.  
A) Saturation    B) Tonal Range  
C) Opacity    D) Dynamic Range
44. A marketing research method used to determine what the consumers remember about an advertisement that they have seen or heard before:  
A) Primary Research    B) Secondary Research  
C) Social Listening    D) Aided Recall
45. DAGMAR stands for:  
A) Doing Advertising Generously for Marketing and Research  
B) Doing Advertising in General Markets for Attention and Recall  
C) Defining Advertising Goals for Measured Advertising Results  
D) Defining Advertising Genres for Market-Associated Research
46. Which of the following is **not** a part of Marketing Mix?  
A) Product                      B) Place                      C) Price                      D) Profit
47. The broadcast equivalent of an advertorial is:  
A) Commercial    B) Informercial  
C) Ad chats    D) All of these
48. ---- is referred to as an advertisement which is printed across two facing pages of a periodical.  
A) Spread                      B) Bleed                      C) Jacket                      D) Rim
49. The Supreme Court of India had accepted the unconditional apology tendered by the manufacturers of Patanjali products and closed the contempt proceedings. Which law was violated by the manufacturers in this case?  
A) Monopolies and Restrictive Trade Practices Act, 1969 (MRTP Act)  
B) Cable Television Networks (Regulations) Act, 1995 and Cable Television Networks (Amendment) Rules, 2006  
C) Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954  
D) None of these

50. Assertion (A) : Advertising is often referred to as 'black art' because it is mysterious and employs unconventional strategies  
Reason (R) : Strategies of advertising are not carefully planned because it never gives desired result.
- A) Both A and R are correct    B) A is correct but R is wrong  
C) Both A and R are wrong    D) A is wrong but R is correct
51. 'Buy One; Get One' is an example of ---- in an advertisement.  
A) Command headline    B) Direct headline  
C) Select headline    D) Sub-headline
52. When the source of a message cannot be identified in a propagandist material, it is called:  
A) White propaganda    B) Black Propaganda  
C) Gray Propaganda    D) None of these
53. The term 'Public Relations' was coined by:  
A) Walter Lippman    B) Ivy Lee  
C) Thomas Barrat    D) Thomas Jefferson
54. Which of the following aspect differentiates PR from advertising?  
A) Paid space    B) Creative control  
C) Free Publicity    D) Media selection
55. 'The Engineering of Consent (1947)' is a book by:  
A) Carl Byior    B) Edward Bernays  
C) John Hill    D) Edward Herman and Noam Chomsky
56. Assertion (A) : A favourable image for a company cannot be bought or made, it is rather earned.  
Reason (R): PR is the decisive exercise that a company can make its image, irrespective of its actions.
- A) Both A and R are correct    B) A is correct but R is wrong  
C) Both A and R are wrong    D) A is wrong but R is correct
57. The reality show, Big brother was originally launched in:  
A) Netherlands    B) UK    C) USA    D) France
58. 'Rome, Open City' is an iconic film depicting ----movement.  
A) Expressionism    B) Impressionism  
C) Avant Garde    D) Neo-realism
59. Which of the following is **not** a component of PR campaign planning?  
A) Research    B) Monitoring outcomes  
C) Random execution    D) Strategy development

60. Media Economics refers to:
- A) The impact of media messages on the economy
  - B) The impact of economic policies on Media systems
  - C) The process of running media organisations such as capital mobilisation and budgeting
  - D) The academic study of Economics and its relation to Media
61. Azad Hind Radio is associated with:
- A) Netaji Subhas Chandra Bose
  - B) Jawaharlal Nehru
  - C) Bal Gangadhar Tilak
  - D) Vithaldas Khakar
62. The committee which enquired about the efficacy of rural radio broadcasting in 70s by the Indian government was :
- A) Sen Committee
  - B) Sarkaria Committee
  - C) Vidyalkar Committee
  - D) Chanda Committee
63. BIG FM is owned by:
- A) Times Group
  - B) Sun Network
  - C) Mathrubhumi P&P Ltd.
  - D) Sapphire Media Ltd.
64. ----, an embedded journalist with US army was credited with the live coverage of Gulf War 1991, especially in the first 16 hours from Baghdad.
- A) Michael Hastings
  - B) Aziz Ulla Hydari
  - C) Peter Arnett
  - D) Nik Ut
65. The reality show 'Big Brother' was inspired by the novel of:
- A) Virginia Woolf
  - B) James Joyce
  - C) E M Forster
  - D) George Orwell
66. The first Indian movie produced on 70 mm film with stereophonic sound:
- A) Pakeezah
  - B) Sangam
  - C) Sahib Bibi Aur Gulam
  - D) Sholay
67. 'The Little Tramp' is an iconic character by:
- A) Martin Scorsese
  - B) Francis Ford Coppola
  - C) David Fincher
  - D) Charlie Chaplin
68. A filmmaker belonging to the German Expressionism Film movement:
- A) Fritz Lang
  - B) Jean Luc Godard
  - C) Andre Bazin
  - D) Francois Truffaut
69. The popularisation of the term 'Web 2.0' is associated with:
- A) Darcy DiNucci
  - B) Tim O'Reilly
  - C) Dale Dougherty
  - D) All of these

70. Who won the Dadasaheb Phalke award in October 2024?  
 A) Waheeda Rahman B) Mithun Chakraborty  
 C) Rajni Kanth D) Asha Parekh
71. DaVinci Resolve is a ---- software.  
 A) Audio editing B) Video editing  
 C) Motion Graphics D) All of these
72. 'Varthakal Vayikkunnathu' is a book by:  
 A) Prathapan B) Ramachandran  
 C) Gopan D) Sreekumar
73. The newspaper which is **not** published in Berliner format:  
 A) Le Monde B) The Guardian  
 C) Mint D) The Economic Times
74. In the 'Johari window' developed by Luft and Ingham, -----represents what is unknown to both you and to others.  
 A) My public self B) My blind spots  
 C) My hidden self D) My unconscious self
75. Who proposed the 'Mosaic Model of Communication' in the work, 'The Prospect of Rhetoric'?  
 A) E X Dance B) Riley and Riley  
 C) Sam Becker D) George Gerbner
76. Assertion (A) : The Soviet-Media theory expects the press to work under government control as the working class people form the government.  
 Reason (R): To ensure this, private ownership of media is not allowed according to this theory.  
 A) Both A and R are correct B) A is correct but R is wrong  
 C) Both A and R are wrong D) A is wrong but R is correct
77. Balance theory in psychology is developed by:  
 A) Ivan Pavlov B) B F Skinner C) Fritz Heider D) E L Thorndyke
78. Assertion (A) : Symbolic interactionism highlights the importance of socialization in shaping how people perceive their world.  
 Reason (R) : Media is crucial in this process, as it offers symbols and narratives that individuals use to form their identities and comprehend their role in society.  
 A) Both A and R are correct B) A is correct but R is wrong  
 C) Both A and R are wrong D) A is wrong but R is correct



79. 'Mean World Syndrome' is a concept associated with:  
 A) Stalagmite theory                      B) Dissonance theory  
 C) Spiral of silence theory              D) Cultivation theory
80. 'The greater the instability of a society; the greater the audience's dependency on the media'- who proposed this?  
 A) Sandra Ball-Rokeach and Melvin DeFleur  
 B) Dennis McQuail  
 C) Everett M. Rogers  
 D) Wilbur Schramm
81. Awareness, Priorities and Salience Models are parts of :  
 A) Agenda setting theory              B) Framing theory  
 C) Priming theory                      D) Uses and Gratification theory
82. Albert Bandura is associated with:  
 A) Dog experiment                      B) Puzzle box experiment  
 C) Bobo Doll experiment              D) Box experiment
83. Which of the following is **not** a component of HDI?  
 A) Life expectancy                      B) Mortality  
 C) Education                              D) Per capita income
84. "Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs". This definition was first appeared in:  
 A) Our Common Future              B) Many Voices; One World  
 C) Agenda 21                              D) The Sustainable Development Goals (SDGs)
85. Periphery nations are characterised by -----intensive production process according to Wallerstein.  
 A) Labour                      B) Capital                      C) Technology                      D) All of these
86. Participatory dialogic communication originated from -----scholarship of development communication  
 A) USA                              B) Western Europe  
 C) Latin America                      D) South East Asia
87. 'Ini Njangan Parayam' is a social reality show produced by Doordarshan that showcased success stories of:  
 A) Local Self Governments in Kerala  
 B) MGNREGA workers  
 C) Kudumbasree workers  
 D) Differently abled people of Kerala

88. 'Mundhra Scandal' is said to be Independent India's first financial scam and it led to the resignation of Finance Minister T.T. Krishnamachari. Who unearthed this scam?  
 A) Feroze Gandhi B) Syamaprasad Mukherjee  
 C) A K Gopalan D) Annadurai
89. MUDRA loans are provided for:  
 A) Farmers B) Big infrastructure projects  
 C) BPL families D) Small businesses
90. Identify the true statement/s:  
 Statement 1: In contrast with SITE, the Kheda Communication project was more participatory and dialogic by including constant feedback and imbibing local culture.  
 Statement 2: However, Kheda was rejected by villagers because of its over-emphasis on local culture  
 A) 1 only B) 2 only C) Both 1 & 2 D) Neither 1 nor 2
91. 'Power distance' is a concept associated with Intercultural Communication. Which of the following country/region is considered as of low power-distance?  
 A) African countries B) Latin -American countries  
 C) Near-Eastern Countries D) USA, Germany, Britain and other developed countries
92. The study of eye behavior, including eye movement, gaze, and eye-related nonverbal communication is known as:  
 A) Proxemics B) Haptics C) Oculesics D) Chronemics
93. The First Amendment of the US Constitution stipulates that US Congress shall make no law which prohibits establishment of religion, reduces the freedom of speech and interferes with the freedom of press. This was the result of historic legal battle by:  
 A) John Peter Zenger B) John Campbell  
 C) Benjamin H Day D) Henry J. Raymond
94. The first daily newspaper started from Calcutta in 1854:  
 A) Bangadoot B) Bengal Herald  
 C) Hindu Patriot D) Samachar Sudhavarshan
95. Gandhiji's autobiography 'The story of My Experiments with Truth' was first published in:  
 A) Indian Opinion B) Young India  
 C) Navjivan D) Harijan
96. The chairman of the first wage board for working journalists in India:  
 A) Manisana B) Majithia C) Divatia D) Bachawat

97. Who was appointed as the Chairman of the Second Press Commission by Morarji Desai Government?
- A) J R Mudholkar                      B) P K Goswami  
C) K K Mathew                      D) R K Karanjia
98. 'Veena poovu' by Kamaranasan was first published in:
- A) Sujana Nandini                      B) Vivekodayam  
C) Mitavadi                      D) Samadarshi
99. Who among the following has been selected as the chairman of ABC for the year 2024-25?
- A) Mamman Mathew                      B) Riyad Mathew  
C) Jayant Mathew                      D) Philip Mathew
100. Match the following List I with List II:
- | List I                        | List II            |
|-------------------------------|--------------------|
| a. Chenkulath Kunjirama Menon | 1. Mithavadi       |
| b. C Krishnan                 | 2. Lakshmi Vilasam |
| c. Benjamin Bailey            | 3. Kerala Pathrika |
| d. KC Manavikraman Raja       | 4. Jnana Nikshepam |
- A) a-1, b-3, c-2, d-4                      B) a-3, b-1, c-4, d-2  
C) a-2, b-1, c-4, d-3                      D) a-3, b-4, c-1, d-2
101. A pioneer of social reform among Muslim women and the first Muslim woman editor of Kerala who published Basheer's famous works including 'Pathummayude Aadu'.
- A) Fathima Beevi                      B) Haleema Beevi  
C) Maliyekkal Mariyumma                      D) K. Fathima Thahiliya
102. Swaran Singh Committee recommended the addition of -----to the constitution of India.
- A) Fundamental rights                      B) Directive principles  
C) Fundamental duties                      D) Reasonable restrictions
103. Implementation of the Working Journalists Act was the recommendation of :
- A) First Press Commission                      B) Second Press Commission  
C) Divakar Committee                      D) Kuldip Nayar Committee
104. Which of the following IPC section is specifically related to crimes against women, particularly sexual harassment?
- A) Section 294                      B) Section 354                      C) Section 307                      D) Section 497
105. Under the Right to Information Act, 2005, a public authority is required to respond to an RTI application within ---- days.
- A) 15                      B) 30                      C) 45                      D) 60

106. Which of the following is **not** a provision of the new Press and Registration of Periodicals Act?
- A) Books have been taken away from the purview of the act
  - B) The Press Registrar General can suspend/cancel the Certificate of Registration
  - C) Printing presses have to file declaration before District Magistrate
  - D) A person who has been convicted by any court for an offence involving terrorist act or unlawful activity, shall not be permitted to bring out a periodical.
107. Which of the following is **not** protected under the Indian Copyright Act?
- A) Musical Compositions
  - B) Literary works
  - C) Films
  - D) Trademarks
108. The law which has used the word 'she/her' instead of 'he/him' for the first time in the history of Indian Parliamentary law making:
- A) The Right to Information Act 2005
  - B) The National Food Security Act 2013
  - C) The Digital Personal Data Protection Act 2023
  - D) The Public Examinations (Prevention of Unfair Means) Bill, 2024
109. Certifying films for public exhibition in India is the responsibility of:
- A) Ministry of Information and Broadcasting
  - B) Film Certification Board of India
  - C) Central Board of Film Certification
  - D) National Film Development Corporation
110. The principle of "the greatest good for the greatest number" is the cornerstone of ----- ethical school of thought.
- A) Utilitarianism
  - B) Deontology
  - C) Social contract
  - D) Consequentialism
111. -----included the 'mediascape' as one of the five elements of global cultural flow.
- A) Mark Deuze
  - B) Dennis McQuail
  - C) Nick Couldry
  - D) Arjun Appadurai
112. Who among the following is considered as the chief architect of New World Information and Communication Order?
- A) Jawaharlal Nehru
  - B) Anwar Sadath
  - C) Franklin D Roosevelt
  - D) Mustapha Masmoudi
113. The present Chairman of the Editor's Guild of India:
- A) Ananth Nath
  - B) Ashuthosh
  - C) Ruben Banerjee
  - D) Jant Mammen Mathew

114. The Supreme Court has reaffirmed the primacy of freedom of speech and expression enshrined in the Indian Constitution in:  
A) Romesh Thapar vs State of Madras (1950)  
B) Brijbhushan vs State of Delhi (1950)  
C) Sakal Papers Ltd. vs Union of India (1962)  
D) All of these
115. Who among the following is at the top of the hierarchy in a newsroom?  
A) News Editor  
B) Chief Sub Editor  
C) Copy Editor  
D) Bureau Chief
116. Kipling method of writing commonly adopted in journalism is:  
A) Lead- Body- Tail  
B) Summary Lead- Turn- Narrative  
C) Alternative Lead- Twist- Body  
D) 5 W's and 1 H
117. A correction of a published text is called:  
A) Erratum  
B) Hold  
C) Release  
D) Imprint
118. -----is the process of adjusting the spacing between individual characters (letters or glyphs) in a piece of text.  
A) Cross-head  
B) Kerning  
C) Decking  
D) Guttering
119. A question formulated to elicit a specific answer that the interviewer is seeking is:  
A) Open-ended questions  
B) Closed-ended question  
C) Leading question  
D) Bullet
120. A style of journalism that openly promotes a particular viewpoint or cause, blending reporting with a clear agenda:  
A) Precision Journalism  
B) Pack Journalism  
C) Gonzo Journalism  
D) Advocacy Journalism
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