

UNIVERSITY OF CALICUT
SCHOOL OF DISTANCE EDUCATION

BMMC (2011 Admn.)

II SEMESTER

CORE COURSE

COMMUNICATION MEDIA

QUESTION BANK

1. ----- theory of media effects suggests that TV portrayals of violence reinforce whatever established pattern of behavior, viewers bring with them to the media situation.
 - a. Catharsis
 - b. Aggressive cues
 - c. Reinforcement
 - d. None of the above.
2. In digital audio, ----- describes the number of bits of information recorded for each sample.
 - a. Sample rate
 - b. Bit depth
 - c. Ratio
 - d. Channel
3. Yellow journalism derived its name from an early comic character called -----
 - a. Yellow kid
 - b. Yellow boy
 - c. Yellow girlie
 - d. Yellow guy
4. First radio station in Kerala was established in the year-----
 - a. 1950
 - b. 1947
 - c. 1943
 - d. 1955
5. Which is the face of the newspaper?
 - a. Headlines
 - b. Front page
 - c. Edit page
 - d. Masthead
6. ----- is a branch of philosophy dealing with the nature of beauty, art, and taste, and with the creation and appreciation of beauty.
 - a. Aesthetics
 - b. Design
 - c. Psychoanalysis
 - d. None of the above
7. Which of the following aspects of Internet radio is on the listener's computer?
 - a. Encoder
 - b. Server
 - c. Player
 - d. Over head.
8. A global system of interconnected computer networks to serve billions of users worldwide is called -----
 - a. Intranet
 - b. Compunet
 - c. Internet
 - d. Ethernet
9. ----- is a multimedia software.
 - a. MS Powerpoint
 - b. Microsoft Word
 - c. Adobe Audition
 - d. Adobe Pagemaker
10. Red, Yellow and ----- are primary colours.
 - a. blue
 - b. black
 - c. white
 - d. violet

11. The process of taking files from another computer or server for use in your own computer is called -----
 - a. drop
 - b. download
 - c. encode
 - d. drafting
12. Graphic representation such as a series of illustrations or images displayed in sequence for pre visualizing a motion graphic is called -----
 - a. script
 - b. storyline
 - c. storyboard
 - d. story
13. Who in 1666 developed the first circular diagram of colours?
 - a. Marconi
 - b. Sir Issac Newton
 - c. Robert Moray
 - d. John Bradshaw
14. Name the first communication satellite which was launched in 1962
 - a. Early Bird
 - b. Intelset
 - c. Intersputnik
 - d. Insat
15. Which of the following was developed the earliest?
 - a. AM Radio
 - b. Television
 - c. DRM
 - d. DTH
16. ----- is associated with the invention of printing
 - a. Franklin
 - b. Johann Gutenberg
 - c. Charles Babbage
 - d. Marconi
17. Green, Orange and ----- are called the secondary colours.
 - a. white
 - b. violet
 - c. pink
 - d. purple
18. Multimedia represents the convergence of text, pictures, video and ----- into a single form.
 - a. news
 - b. sound
 - c. songs
 - d. all of the above
19. Which of the following denotes Internet radio broadcast?
 - a. Broadcast
 - b. Narrowcast
 - c. Podcast
 - d. Telecast
20. Multimedia reporters who are mobile with audio, video recorders and camera are often referred to as -----
 - a. mobijournos
 - b. mobile
 - c. mojos
 - d. journos
21. The equalization of elements in a work of art is called
 - a. balance
 - b. unity
 - c. rhythm
 - d. movement
22. The High Definition Television initiative came in the 1980's. The aspect ratio for HD TV is :
 - a. 4:3
 - b. 3:2
 - c. 16:9
 - d. 9:4
23. Which of the following file format is the default format used for Flash videos
 - a. .wma
 - b. .flv
 - c. .swf
 - d. .hqx
24. On-demand programming is -----
 - a. Programming that is streamed live over the internet.
 - b. Files of programmed material that can be accessed over the internet
 - c. The icon that listeners click on to receive live streaming
 - d. A home as opposed to a web page
25. Internet radio broadcast is otherwise called-----
 - a. Broadcast
 - b. Narrowcast
 - c. Podcast
 - d. Telecast.

26. In digital audio, ----- describes the number of bits of information recorded for each sample.
- a. Sample rate
 - b. Bit depth
 - c. Ratio
 - d. Channel
27. ----- theory of media effects suggests that TV portrayals of violence reinforce whatever established pattern of behavior, viewers bring with them to the media situation.
- a. Catharsis
 - b. Aggressive cues
 - c. Reinforcement
 - d. None of the above.
28. The recordings in a magnetic tape is erased using -----
- a. Echo chamber
 - b. Re- recorder
 - c. Audio tape degausser
 - d. Tape Deck
29. The process of sending files from your computer to the internet is called -----
- a. drop
 - b. download
 - c. encode
 - d. uploading
30. In which area is digital technology superior to analog technology?
- a. Signal to noise ratio
 - b. Frequency response
 - c. Dynamic range
 - d. All of the above.
31. The Google service which help to create a blog is -----
- a. blogger
 - b. wiki
 - c. explorer
 - d. blogmaker
32. Which of the following is not a social networking website:
- a. Facebook
 - b. Tweeter
 - c. Google
 - d. Wayn
33. ----- theory of media suggests that mass media serves the basic purpose of providing entertainment, escape and release.
- a. Play
 - b. Aggressive cues
 - c. Reinforcement
 - d. None of the above
34. In digital audio, ----- describes the number of bits of information recorded for each sample.
- a. Sample rate
 - b. Bit depth
 - c. Ratio
 - d. Channel
35. Every penny must go on screen - is an expression stressing the need of good-----
- a. Script
 - b. Budgeting
 - c. Camera work
 - d. Editing
36. The actual place on which the actions that will be recorded in a television studio is called -----
- a. Studio Floor
 - b. Camera area
 - c. Studio table.
 - d. Over head area.
37. TAM is -----
- a. Television Audience Measurement
 - b. Television Air Marketing
 - c. Tele Air Marketing
 - d. Television Audio Measurement
38. Television arrived in India in a small way in the year -----
- a. 1959
 - b. 1969
 - c. 1979
 - d. 1949
39. One of the main deciding factors for selecting a shooting location is -----
- a. Suitability with script
 - b. The suitable climate for the actors
 - c. Its beauty
 - d. Its closeness to the studio

40. Cinematography Act was passed in the year-----.
- a. 1947
 - b. 1950
 - c. 1952
 - d. 1957
41. Which one of the following is prepared at the earliest?
- a. Script
 - b. Shot list
 - c. Shooting Schedule
 - d. Editor's cut
42. Which of the following was developed the earliest?
- a. Radio Broadcast
 - b. Podcast
 - c. Terrestrial Telecast
 - d. Satellite Telecast
43. First Television channel in Kerala was -----
- a. Doordarshan
 - b. Asianet
 - c. Kairali
 - d. Soorya
44. Costing out a production means -----
- a. Mixing the visuals with audio
 - b. Selling a production to another production house
 - c. Finding the cost for producing the production
 - d. Writing the final script
45. Final production cost divided by the final duration of the programme is called
- a. Cost per viewer
 - b. Cost per minute
 - c. Cost vs measured benefits
 - d. Actual cost
46. In a studio, the essential link between the director and the floor is performed by -----
- a. Florist
 - b. Floor Manager
 - c. Floor Officer
 - d. Administrator
47. Wardrobe supervisor is associated with
- a. Budgeting
 - b. Lighting
 - c. Acting
 - d. Costumes
48. Montage is a -----
- a. Term related to sound
 - b. Film editing technique
 - c. Shooting tool
 - d. Camera angle
49. The first work in video editing is -----
- a. Capture
 - b. Shots
 - c. Time line
 - d. None of the above
50. The method of video editing which utilizes the computer environment is called -----
- a. Linear editing
 - b. Non-Linear editing
 - c. Assemble editing
 - d. In- camera editing
51. ----- coined the word Akashavani for the first time.
- a. Rabindranath Tagore
 - b. Dr. Gopaldaswamy
 - c. Sir Stanley Jackson
 - d. Lionel Fieldonl
52. The process of adding new tracks to existing tracks in a multi track recording system is called -----
- a. Overdubbing
 - b. Bouncing
 - c. Punching in
 - d. Combo-cording
53. The microphone that picks up sound on all sides is:
- a. Hyper-cardioid
 - b. Cardioid
 - c. Omnidirectional
 - d. Bidirectional
54. A camera mounting that straps the camera to the body of the operator to keep the image reasonably steady is known as
- a. steadicam
 - b. sturdyam
 - c. studycam
 - d. None of the above

55. In television scheduling, placing a programme or genre at the same time on several days a week is known as -----
- a. Panelling
 - b. Continuous
 - c. Flighting
 - d. Stripping
56. The first edited version of a TV programme which needs further polishing and corrections before actual broadcast is a
- a. rough cut
 - b. match cut
 - c. first print
 - d. rushes
57. The percentage of home using a particular TV channel or programme at a given time is known as -----
- a. programme share
 - b. programme rating
 - c. programme coverage
 - d. frequency
58. A TV producer is not supposed to -----
- a. be present during the recording of a sit.com
 - b. oversee the editing process
 - c. edit and rewrite the script
 - d. prepare final VTR for the purpose of broadcasting.
59. Programmes genre where the unscripted behavior of ordinary people are the focus of interest is known as -----
- a. actuality footage
 - b. reality television
 - c. naturalism
 - d. real TV
60. The number of frames per second of a video is -----
- a. 25
 - b. 30
 - c. 24
 - d. 50
61. The filter that is almost always used when shooting outdoors is -----
- a. Blue filter
 - b. UV filter
 - c. Star filter
 - d. Red filter
62. Wide angle lens has -----
- a. More depth of field
 - b. Less depth of field
 - c. No depth of field
 - d. Neutral depth of field
63. Wipe is a transition device in which -----
- a. one frame fades out and the next frame fades in
 - b. one frame pushes out the earlier frame
 - c. one frame overlaps another frame
 - d. one frame instantly replaces another
64. A signal to an anchor or presenter to start talking or begin his action is termed as.....
- a. cue
 - b. call
 - c. order
 - d. none of the above
65. The number of minutes of tape used to shoot a sequence compared to the screen time of the finished product is known as -----
- a. shooting ratio
 - b. canning ratio
 - c. fog index
 - d. screen index
66. Lip-sync is a term used in-----
- a. dubbing
 - b. lighting
 - c. rehearsals
 - d. makeup
67. Generation loss is the most minimal in -----
- a. nonlinear editing
 - b. transferring
 - c. linear editing
 - d. assemble editing

68. Shots of the interviewer reacting silently to the interviewer's responses or question is known as
- reaction shots
 - Noddy shot
 - cutaways
 - None of the above.
69. Lighting the subject from behind to provide an impression of depth is known as -----
- fill lighting
 - backlighting
 - set lighting
 - toplighting
70. A.....works closer to the production manager on the sets and 'runs' for anything that is needed at the time
- runner
 - asst producer
 - production assistant
 - production executive
71. A large backing cloth or curtain that covers the entire back wall of TV studio, which can be pulled on rails to give different backgrounds is known as -----
- kaleidoscope
 - pantograph
 - Thaumatrope
 - cyclorama
72. Radio is a ----- medium.
- Visual
 - Sound
 - Audio-visual
 - Print
73. News on phone is a service provided by-----
- Club FM
 - Radio Mirchi
 - All India Radio
 - BBC
74. Microphones convert sound into ----- signals
- Electrical
 - Mechanical
 - Audio
 - Magnetic
75. DRM is a -----
- Encoder
 - Digital broadcasting system
 - Digital editing system
 - Signal processor
76. Feedback is ----- in mass communication.
- Immediate
 - Delayed and indirect
 - Direct
 - Instant and sharp
77. Organised Broadcasting in India began in the year
- 1923
 - 1927
 - 1936
 - 1947
78. In which area is digital technology superior to analog technology?
- Signal to noise ratio
 - Frequency response
 - Dynamic range
 - All of the above
79. Take is a version of a.....
- shot
 - Scene
 - Sequence
 - Mise-en scene
80. The light source that casts sharp, well defined shadows is called
- Key light
 - fill light
 - set light
 - hard light
81. Ability of a nation to create a viable political and economic system capable of bringing growth and advancement to the nation is called -----
- Social change
 - Development
 - Effective Bureaucracy
 - Healthy Economy
82. Progressive social integration is ----- for development
- inevitable
 - not needed
 - alien
 - non supportive

83. SITE was started in India in the year -----
a. 1950 c. 1975
b. 1947 d. 1965
84. Which of the following is a public service broadcaster?
a. Club FM c. Radio Mango
b. Radio Mirchi d. All India Radio
85. 'Munshi' is telecast in which television channel?
a. Kirali People c. Doordarshan
b. Reporter d. Asianet
86. Nimishkathcha the first animated social cartoon of Malayalam was telecast in ----
a. Asianel c. Indiavision
b. Doordarshan d. Jeevan TV
87. ABU is an -----
a. International TV channel
b. International Radio channel
c. International Broadcasting organization
d. None of the above
88. Headquarters of Doordarshan is at -----
a. Mumbai c. New Delhi
b. Kolkatta d. Patna
89. All India Radio has ----- stations in Kerala
a. 5 c. 7
b. 9 d. 10
90. 'Cinema verite' is a form of -----
a. docu drama c. fiction film
b. documentary d. animation film
91. A signal to an anchor or presenter to start talking or begin his action is termed as.....
a. cue c. order
b. call d. none of the above
92. Program genres where the unscripted behaviors of ordinary people are the focus of interest is known as ---

a. Realism c. naturalism
b. actuality footage d. reality TV
- 93.....is not a type of liner editing
a. assemble editing c. A/B roll editing
b. insert editing d. slide editing
94. Generation loss is the most minimal in -----
a. nonlinear editing c. linear editing
b. Transferring d. assemble editing
95. The expression 'hit the target' is used to indicate the importance of -----
a. Budget c. Shooting location
b. Audience d. Camera position
96. ABC is -----
a. Audience Before Camera
b. Audit Bureau of Circulation
c. Additional Bureau of Circulation
d. Advertising Bureau of Channels

97. Musical instruments can interface to digital audio equipment through an electronic communication language known as :
- a. short /cut
 - b. SAW
 - c. MINI
 - d. MIDI
98. Which digital sampling rate is used most frequently?
- a. 32 kHz
 - b. 44.1 kHz
 - c. 48 kHz
 - d. 88.2 kHz
99. Which of the following is a reason to edit audio?
- a. Eliminate mistakes
 - b. Record out of sequence
 - c. Cut to exact length
 - d. All of the above
100. During multi-track recording, which technique allows you to re-record just a portion of a track to correct a mistake while leaving the rest of the track undisturbed?
- a. Punching in
 - b. Overdubbing
 - c. Voice doubling
 - d. Bouncing
101. A noise gate is a type of -----
- a. Limiter
 - b. Equalizer
 - c. Expander
 - d. Imager
102. The monitor / speaker is an example of -----
- a. An input
 - b. A mix
 - c. An out put
 - d. An equalizer
103. Dubbing is usually done at the
- a. Pre production
 - b. Post production
 - c. Production stage
 - d. scripting stage
104. Cutting out unwanted segment from a video clip is known as
- a. Trimming
 - b. kerning
 - c. Tracking
 - d. Wiping
105. A system of numbering that allows you to find out any recorded image with pinpoint accuracy is known as-----
- a. time bar
 - b. frame code
 - c. frame rate
 - d. time code
106.is the degree of sharpness of an image
- a. resolution
 - b. Pixel
 - c. accuracy
 - d. Depth
- 107.....is a process of converting analog audio into digital audio
- a. sampling
 - b. recording
 - c. stretching
 - d. digitizing
108. Lip-sync is a term used in
- a. dubbing
 - b. lighting
 - e. rehearsals
 - d. makeup
109. Low angle shot indicates that the camera is positionedthe subject
- a. below
 - b. above
 - c. at the eye level
 - d. opposite
110. The distance from the optical center of the lens to the focal plane of the video camera when the lens is focused at infinity is called -----
- a. focal length
 - b. angle of view
 - c. zoom ratio
 - d. Iris

111. In Adobe premier, the process in which you shift the in and out of a clip without affecting the length of a program is known as
- a. slip edit
 - b. slide edit
 - c. ripple edit
 - d. rolling edit
112. The type of connections that can be made using a video capture card
- a. composite
 - b. S video
 - c. component
 - d. All of the above
113. Microphone turns acoustic power to -----
- a. Electronic power
 - b. Electric Power
 - c. Acoustic power
 - d. None of the above
114. The video signal system used in India is
- a. PAL
 - b. NTSC
 - c. SECAM.
 - d. MESECAM
115. The filter that is almost always used when shooting outdoors is -----
- a. Blue filter
 - b. UV filter
 - c. Star filter
 - d. Red filter
116. Wide angle lens has -----
- a. More depth of field
 - b. Less depth of field
 - c. No depth of field
 - d. Neutral depth of field
117. Wipe is a transition device in which
- a. one frame instantly replaces another
 - b. one frame fades out and the next frame fades in
 - c. one frame pushes out the earlier frame
 - d. one frame overlaps another frame
118. NASA's ATS – 6 was used for _____
- a. Kheda Communications Project
 - b. Satellite Instructional Television Experiment
 - c. experimenting with colour transmission
 - d. World Space Radio's broadcasts
119. "Dial M for Murdoch" is an investigative reportage on the News Corporation and corruption of Britain, written by _____
- a. Paul N. Williams
 - b. Ralph Nadar
 - c. Tom Watson and Martin Hickman
 - d. Christopher Scanlan
120. Which among the following radio broadcast service is run by IGNOU?
- a. Alakal
 - b. GyanVani
 - c. Swathi
 - d. YuvaVani
121. A low angle shot of a character in a movie emphasises the _____
- a. diminishing popularity of the person
 - b. intensity of the dilemma of the person
 - c. prominence of the person
 - d. low class origin of the person

134. Which of the following is the unique element of new media?
a. hypertext
b. visuals
c. graphics
d. sound bytes
135. The Hollywood movie *Dam 999* is made by _____
a. Viswanath
b. Sohan Roy
c. Shyamalan
d. Deepa Nair
136. What is used to reduce reverberation in an audio studio?
a. Accoustic panels
b. Metals
c. Water tanks
d. Air coolers
137. Which organisation started the first radio station in Chennai?
a. Premier Club
b. Music Lovers' Club
c. Madras Club
d. Presidency Club
138. Prabhathabheri is a morning programme broadcast by-----
a. Club FM, Trivandrum
b. All India Radio, Trivandrum
c. Radio Mirchi, Trivandrum
d. Big FM, Trivandrum
139. What is IIS?
a. Indian Informatics Service
b. Indian Information Service
c. Indian Info Services
d. None of the above
140. Who is given responsibility to convene the press conference of the Prime Minister?
a. Press Information Bureau
b. Doordarshan
c. Registrar of Newspapers in India
d. All India Radio
141. Which organisation's Project in India got UNESCO award for development communication initiatives at the grassroot level?
a. Song and Drama Division
b. Field Publicity Department
c. Directorate of Audio Video Publicity
d. Kheda Communications Project
142. Who is editor of tehelka.com?
a. P. Sainath
b. TVR Shenoy
c. TaranTajpal
d. Ashok Damodaran
143. "VayalumVeedum" is a programme in _____
a. Doordarshan
b. Akashavani
c. GyanVani
d. UGC Countrywide classroom
144. Film strip normally runs at a speed of _____ per second.
a. 24 frames
b. 25 frames
c. 30 frames
d. 16 frames
145. Camera angles, continuity, cutting, close – ups and _____ are the five C's of cinematography.
a. compulsion
b. calculation
c. co-operation
d. composition
146. The video effect that slowly replaces one image on the screen with another is known as _____
a. bumper
b. bridge
c. dissolve
d. crash

147. A light story used at the end of a newscast
- a. Kicker
 - b. Pad copy
 - c. Feeds
 - d. Filler
148. When text is highlighted to create a hyperlink, the Insert Hyperlink dialog box is used to _____.
- a. choose the particular location of the slide, file, or web site for the link
 - b. create Action Buttons
 - c. number links
 - d. rearrange the link order
149. Drift in marketing communication strategy is caused by -----
- a. new products
 - b. competitors
 - c. insufficient attention to communication strategy
 - d. changing consumer tastes
150. When planning marketing communication, events are scheduled -----
- a. randomly
 - b. sequentially
 - c. in rough order
 - d. in parallel
151. Communication strategy should always be -----
- a. media oriented
 - b. audience oriented
 - c. customer oriented
 - d. product oriented
152. Another name for interpersonal communication is -----
- a. mass communication
 - b. face to face communication
 - c. dyadic communication
 - d. virtual reality
153. Which of the following is an example of mediated communication?
- a. a newscaster delivers the weather report
 - b. two friends gossip with one another
 - c. students work on a class project together
 - d. a politician addresses a nominating convention
154. Appropriate movie file formats include -----
- a. ASF and AVI
 - b. MPEG
 - c. WMA and DVR-MS
 - d. JPEG
155. What is the name of the popular software used for creating 2D animation for use in web pages?
- a. Flash
 - b. Premier
 - c. Page maker
 - d. Photoshop
156. What should be done for Search Engine Optimisation?
- a. Frequency and priority of site in search
 - b. Hosting content in search engine
 - c. Developing a search Engine
 - d. None of the above
157. Videoblog means.....
- a. Video Communication
 - b. Web Television
 - c. Video Documentary
 - d. Video Magazine

158. XML denotes -----
- a. Extensible Markup Language.
 - b. Embedded Markup language
 - c. Electronic Markup Language
 - d. None of the above
159. Blogosphere means -----
- a. Connected Community of Blogs
 - b. Collection of blogs by an Author
 - c. Association of bloggers
 - d. None of the above
160. URL is the abbreviation of -----
- a. Universal Resource Location
 - b. Uniform Resource Locator
 - c. Universal Records Label
 - d. None of the above
161. Arpanet is a -----
- a. Network by European commission
 - b. Network for World Wide Web
 - c. Local area Network for Education
 - d. First Packet Switched Network
162. The term E-Commerce denotes -----
- a. Online Shopping
 - b. Computerization of Commerce
 - c. Computer Trade
 - d. None of the above
163. Which of the following is not a video file extension ?
- a. MP4
 - b. AVI
 - c. QT
 - d. JPEG
164. Using Illustrator or CoralDraw you can create mainly what type of graphics?
- a. Vector
 - b. Raster
 - c. Text based
 - d. None of the above
165. What method of animation created the in-between frames when you create the start point and end point?
- a. Authoring
 - b. Tweening
 - c. Drawing
 - d. Embed
166. Who among the following film makers first introduced illusory tricks in Cinema?
- a. Georges Milies
 - b. Charles Pathe
 - c. Leon Gaumont
 - d. W. K. L. Dickson
167. Who created the classic character Charles Foster Kane?
- a. John Ford
 - b. Frank Capra
 - c. Fritz Lang
 - d. Orson Welles
168. Which among the following is a mismatch?
- a. Andre Bazin – What is Cinema
 - b. S. M. Eisenstein – Film Form
 - c. AdoorGopalakrishnan – Sculpting Time
 - d. Gerald Mast – A Short History of Movies
169. In the year ----- the first television experiment - SITE was started in India.
- a. 1950
 - b. 1947
 - c. 1975
 - d. 1965

170. Which of the following is not part of the five C's of cinematography.
- a. compulsion
 - b. camera angles
 - c. cutting
 - d. composition
171. Multimedia represents the convergence of text, sound, video and ----- into a single form.
- a. news
 - b. pictures
 - c. songs
 - d. all of the above
172. Podcast means?
- a. Internet radio broadcast
 - b. Narrowcast
 - c. Digital radio broadcast
 - d. Video telecast
173. ----- theory tells that the media is owned and controlled and directed by the state.
- a. Soviet totalitarian theory
 - b. Development Communication theory
 - c. Social responsibility theory
 - d. Libertarian model
174. A message can be deemed effective when it is
- a. Communicated face to face
 - b. Repeated back as proof of understanding
 - c. Delivered with confidence
 - d. Understood by others and produces the intended results.
175. Which of the following is an example for a nonverbal message
- a. Eye contact
 - b. Jargon
 - c. Yelling
 - d. Mumbling
176. In the communication process, a receiver is -----
- a. The person who encodes the idea
 - b. Message interference
 - c. A message pathway
 - d. The person who decodes a message
177. Development communication theory was originated in -----
- a. Post colonial countries
 - b. America
 - c. Soviet Union
 - d. Europe
178. Which among the following is an exclusive educational channel in Kerala?
- a. Ekalavya
 - b. GyanDarshan
 - c. CIET
 - d. VICTERS
179. The attempt by fraudsters to acquire information such as username, passwords, credit card details etc by masquerading as a trustworthy entity in an electronic communication is called ---

- a. Phishing
 - b. Masking
 - c. Robbing
 - d. Spearing
180. 'Kalikalam'- broadcast by All India Radio is a-----
- a. Drama
 - b. Radio cartoon
 - c. Documentary
 - d. Feature
181. Kissanvani is an agriculture related programme of -----
- a. Asianet
 - b. Doordarshan
 - c. Gyanvani
 - d. All India Radio
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b. reality television
c. naturalism
d. real TV
185. A long (more than two minutes) commercial providing extensive product/service description and sales information.
a. Infomercial
b. Promotion
c. Piggyback
d. Heavy-up
186. Purchase of all or part of a TV program or all pages of a magazine.
a. Rollout
b. Sponsor
c. Direct Response Advertising
d. Advertising weight
187. A broadcast commercial aired between two programs instead of in the middle of one program.
a. Bumper
b. Break Position
c. Teasers
d. Promos
188. Which of the following is not a video file extension ?
a. MP4
b. AVI
c. QT
d. JPEG
189. USP refers to
a. Unique Sales Promotion
b. Unique Salary Proposition
c. Unique Selling Proposition
d. Unique Sales Proposition
190. An element of copy above the body that trumpets the important content to come.
a. Slogan
b. Headline
c. Lead
d. Logo
191. What does HTTP stands for?
a. Hightech telecasting programme
b. Hypertext Transfer Protocol
c. Hypermedia transfer programme
d. None of the above
192. JPEG means -----
a. Joint programme Electronic gathering
b. Joint Photographic Expert Group
c. Joint project on Electronic graphic
d. Joint programme on E- technology
193. The expression News Group denotes -----
a. Group of Journalists working for a tasks
b. A website centered around a specific topic
c. Association of reporters
d. A specialists journalists group
194. Demographics Information describing and segmenting a population in terms of age, sex, income etc., is termed as _____.
a. Psychographics
b. Demographics
c. Sociographics
d. None of these
195. An expert source willing to comment on a timely issue in an organization is known as _____.
a. PR person
b. Spokesperson
c. Company Secretary
d. None of these

Answer Key

1. c	40. c	79. a	118. b	157. d
2. b	41. a	80. c	119. c	158. a
3. a	42. a	81. b	120. b	159. a
4. c	43. a	82. a	121. c	160. a
5. d	44. b	83. c	122. d	161. b
6. a	45. b	84. d	123. c	162. a
7. c	46. b	85. d	124. c	163. c
8. c	47. d	86. c	125. a	164. a
9. a	48. b	87. c	126. d	165. b
10. a	49. a	88. c	127. a	166. a
11. b	50. b	89. d	128. b	167. d
12. c	51. b	90. b	129. d	168. c
13. b	52. d	91. a	130. c	169. c
14. a	53. c	92. b	131. c	170. d
15. a	54. a	93. c	132. b	171. b
16. b	55. c	94. a	133. d	172. a
17. b	56. a	95. b	134. a	173. a
18. b	57. b	96. b	135. b	174. b
19. c	58. d	97. c	136. a	175. a
20. c	59. b	98. b	137. d	176. d
21. a	60. c	99. d	138. b	177. a
22. d	61. b	100. a	139. b	178. d
23. b	62. a	101. a	140. a	179. a
24. b	63. b	102. c	141. d	180. b
25. c	64. a	103. b	142. c	181. d
26. b	65. a	104. b	143. b	182. b
27. c	66. a	105. b	144. a	183. d
28. c	67. a	106. a	145. d	184. b
29. d	68. a	107. d	146. c	185. a
30. d	69. b	108. a	147. a	186. b
31. a	70. c	109. a	148. b	187. a
32. c	71. c	110. a	149. c	188. c
33. c	72. b	111. a	150. b	189. c
34. a	73. c	112. d	151. b	190. b
35. b	74. a	113. b	152. c	191. b
36. a	75. b	114. a	153. a	192. b
37. a	76. b	115. b	154. a	193. a
38. a	77. b	116. a	155. a	194. b
39. a	78. d	117. c	156. b	195. b

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