

A

16617

120 MINUTES

1. Who advanced the Propaganda Model?
 - A) Adolph Hitler
 - B) Edward S. Herman and Noam Chomsky
 - C) Joseph Goebbels
 - D) Harold Lasswell

2. Who authored the book *Propaganda Technique in World War I*?
 - A) Elihu Katz
 - B) Abraham Kaplan
 - C) Paul Lazarsfeld
 - D) Harold Lasswell

3. Edward Bernays is known as the father of
 - A) Information Warfare
 - B) Corporate Communication
 - C) Public Relations
 - D) Marketing Communication

4. Which of the following is the National Public Relations Day in India?
 - A) April 11
 - B) April 21
 - C) June 5
 - D) June 1

5. Which of the following is the nodal agency that undertakes multi-media advertising and publicity for various Ministries and Departments of the Government of India?
 - A) Department of Field Publicity
 - B) DAVP
 - C) MIB
 - D) IIMC

6. Expansion of IPRA
 - A) Indian Political Reporters Association
 - B) Indian Public Relations Association
 - C) International Public Relations Association
 - D) International Political Reporters Association

7. Assertion (A): Businesses that aren't socially responsible run the risk of alienating their customer base.
Reason (R): Consumers are more likely to trust and be loyal to socially responsible businesses compared to companies that don't show these traits
 - A) A and R are correct
 - B) A and R are incorrect
 - C) A and R are correct, but R is not the correct explanation of A
 - D) A is incorrect and R is correct

8. The media service that takes a single story and places it on several websites or on several media platforms (newspapers, magazines etc.) nation /worldwide is called
- Selective Dissemination of Information (SDI)
 - Syndication
 - Current Awareness Service
 - Wire service
9. In PR parlance, 'media tour' means
- Traveling to media outlets to brief key journalists as part of public relations
 - Inviting media persons to the business firm to see its facilities as part of PR
 - Conduct a leisure tour for media persons by PR companies
 - Visits arranged by one media firm for the employees of the other media organization
10. What is brand loyalty?
- The degree of commitment to one particular brand during a certain period of time.
 - A corporate term to denote the business firm's loyalty to a particular brand among its multiple brands
 - The loyalty of a business firm towards the advertising agency that is assigned to promote a particular brand
 - The ad agency's loyalty to the firm in return of assigning the agency to promote a particular brand
11. Which of the following is the term used to describe the inequality between groups in terms of their access to digital forms of technology?
- Technological determinism
 - Knowledge gap
 - Digital divide
 - Information gap
12. Which of the following PR/marketing tactics is used to present an organization's goals and policies as environmentally friendly?
- Greenwashing
 - Ecotrick
 - Brainwashing
 - Gogreen
13. PAPA model of research means
- Progressive, Action, Policy and Application Research Model
 - Pure, Advanced, Political and Applied Research Model
 - Practical, Advanced, Policy and Augmented Research Model
 - Pure, Applied, Policy and Action Research Model
14. Assertion: A) Good researchers ensure reliability in their research work
Reason: R) Reliability is to provide results that other researchers could repeat
- First one only is true
 - A and R are false
 - A and R are true
 - Second one only is true

15. Match the following:
- | Group A | | Group B | |
|-------------------------------|----|--|--|
| 1. Unstructured interviews: | a. | Outcome is qualitative data | |
| 2. Semi structured Interview: | b. | No analyzable data can be elicited | |
| 3. Structured interviews: | c. | Provides wide data for quantitative analysis | |
| | d. | More standardized, but retains flexibility | |
- A) 1-a, 2-b , 3-c B) 1-a, 2-d , 3-c
 C) 1-c, 2-b , 3-d D) 1-d, 2-a , 3-b
16. Which of the following is true in the case of interval data?
 A) No logical order to categories
 B) Ordered categories are not mutually exclusive
 C) Categories differ by equal amounts
 D) Differences between the categories are not necessarily equal
17. Which of the following communication models says that receiver and communicator are connected with primary groups and acting within larger social structures.
 A) Riley and Riley Model B) SMCR Model
 C) Schramm Model D) Westley and MacLeans' Model
18. Who are the author/s of famous book *PERSONAL INFLUENCE*?
 A) Sandra Ball-Rockeach and MelwinDeFleur
 B) E.M.Roger's and F. Shoemaker
 C) Wilbur Schramm
 D) E. Katz and P. F. Lazarsfeld
19. XML means
 A) Unknown Markup Language B) Extra Markup Language
 C) Extreme Markup Language D) Extensible Markup Language
20. Who developed double action model of internal news flow?
 A) Galtung and Ruge B) J.T. McNelly
 C) K.E. Rosengreen D) A.Z. Bass
21. Dependency model of mass communication shows the interdependence among ---
 A) Society, Mass Media, Audience and Knowledge Systems
 B) Society, Audience, Ruling Parties and Mass Media
 C) Society, Mass Media, Audience and Effects
 D) None of the above
22. "Audience not only learn about public issues and other matters through media, they also learn how much importance attach to an issue or topic from the emphasis the mass media place upon it". Who made this statement?
 A) Walter Lipmann B) Everett M. Rogers
 C) Harold Lasswell D) Malcom McCombs and Donald Shaw

23. Which of the following theories discusses the concept of 'fear of isolation'?
- A) Agenda Setting Theory B) Spiral of Silence Theory
C) System Dependency Theory D) Stimulus Response Theory
24. Who is the originator of the concept 'classical conditioning' in learning theories?
- A) B.F. Skinner B) John B. Watson
C) Ivan Pavlov D) E. L. Thorndike
25. Which of the following are considered for developing Human Development Index?
- A) Life Expectancy, Education and Per capita Income
B) Life Expectancy, Education and Housing facilities
C) Facilities for food, water and housing
D) Education, Environment and Economic conditions
26. Find the correct order of The Rostow's Stages of Economic Growth model:
- A) Traditional society, Preconditions for take-off, Take-off, Age of High mass consumption, Drive to maturity
B) Preconditions for take-off, Take-off, Traditional society, Drive to maturity, age of High mass consumption
C) Drive to maturity, Traditional society, Preconditions for take-off, Take-off, Age of High mass consumption
D) Traditional society, Preconditions for take-off, Take-off, Drive to maturity, age of High mass consumption
27. Which of the following is known as India's first soap opera?
- A) *Hum Log* B) *Ados Pados*
C) *Idhar Udhar* D) *Khandan*
28. Which of the following newspaper initiated Student Empowerment for Environmental Development?
- A) *Malayala Manorama* B) *Mathrubhumi*
C) *Times of India* D) *The Hindu*
29. The Kheda Communications Project was implemented in the state of -----
- A) Rajasthan B) Gujarat
C) Maharashtra D) Haryana
30. Name of the Social Reality Show produced by the Doordarshan to project the KudumbaShree activities
- A) *Ini Njangan Parayam* B) *Pen Malayalam*
C) *Pennadhikaaram* D) *Iniyum Munnottu*
31. Which of the following organizations developed Sasthra Kala Jatha, a science popularization programme?
- A) Ekalavya B) Swadeshi Science Movement
C) Bala Sasthra Congress D) Kerala Sasthra Sahitya Parishad

32. Match the following folk arts forms in Group A with their state of origin in Group B

- | Group A | | Group B | |
|---------|---------|---------|-------------|
| 1) | Bhangra | a) | Gujarat |
| 2) | Bihu | b) | Assam |
| 3) | Dandiya | c) | Maharashtra |
| 4) | Tamasha | d) | Punjab |
- A) 1-d, 2-c, 3-a, 4-b B) 1-a, 2-c, 3-d, 4-b
C) 1-d, 2-b, 3-c, 4-a D) 1-d, 2-b, 3-a, 4-c

33. Which of the following committees submitted the report titled 'An Indian Personality for Television'?

- A) Sasikumar Committee B) Sardesai Committee
C) Varghese Committee D) Joshi Committee

34. Olfactory communication means

- A) Communication by smell B) Communication by touch
C) Communication by taste D) None of the above

35. Who was the Governor when the Vernacular Press Act in India was passed?

- A) Lord Wellesley B) Lord Adam
C) Lord Macaulay D) Lord Lytton

36. Whose initiative was *Brahmanical Magazine*?

- A) Pandit Madan Mohan Malavya
B) Bal Gangadhar Tilak
C) Swami Vivekananda
D) Raja Ram Mohan Roy

37. Who started the *Calcutta General Advertiser*?

- A) James Augustus Hicky
B) James Silk Buckingham
C) John Adam
D) Rabindranath Tagore

38. Identify the English publication/s started by Mahatma Gandhi

- A) *Harijan*
B) *Young India* and *Public Opinion*
C) *Navjivan*
D) *Harijan*, *Young India* and *Public Opinion*

39. Which of the magazines was edited by Maulana Abul Kalam Azad?

- A) *Al Ameen* B) *Al Hilal*
C) *Miraat Al Akbar* D) *Al Kalam*

40. Identify the correct sequence of the following personalities in the order of their year of assuming the Chairmanship of the Press Council of India.
- A) Justice K. Jayachandra Reddy, Justice Chandramauli Kumar Prasad, Justice Markandey Katju, Justice G.N. Ray
 B) Justice G.N. Ray, Justice Markandey Katju, Justice K. Jayachandra Reddy, Justice Chandramauli Kumar Prasad
 C) Justice Chandramauli Kumar Prasad, Justice G.N. Ray, Justice Markandey Katju, Justice K. Jayachandra Reddy
 D) Justice K. Jayachandra Reddy, Justice G.N. Ray, Justice Markandey Katju, Justice Chandramauli Kumar Prasad
41. Who wrote the book *Naattu Vishesam* published by Kerala Media Academy?
 A) T. Venugopalan and Thomas Jacob
 B) Vilasini
 C) V Venugopal and Thomas Jacob
 D) Swadeshbhimani Ramakrishna Pillai
42. The first Press Commission in India was formed in the year
 A) 1951 B) 1952 C) 1972 D) 1981
43. The first FM radio station of the AIR was launched in
 A) Chennai B) Mumbai C) Vadodara D) Pune
44. Who among the following produced *The Great Train Robbery*?
 A) Edwin S. Potter B) George Melies
 C) David W. Griffith D) None of the above
45. Whose film is *The Kid*?
 A) Sergei M. Eisentein B) Jean Luc Godard
 C) Charlie Chaplin D) Jacques Rivette
46. Which of the following is the sum of all observed data values, divided by the sample size?
 A) Mean B) Median
 C) Mode D) Standard Deviation
47. Which of the following is equal to difference between the maximum and the minimum observed values?
 A) Ratio B) Range
 C) Mode D) Average
48. Which of the following sampling method ensures that each member in the population being studied has an equal chance of being selected?
 A) Clustered sampling B) Stratified sampling
 C) Simple random sampling D) None of the above

56. Identify the correct statement/s
 Statement I: Audience of mass communication is anonymous, large and heterogeneous.
 Statement II: Mass communication involves organized production and generalized diffusion of symbolic content
 A) I is correct, II is not B) I and II are incorrect
 C) I is incorrect, II is correct D) I and II are correct
57. Assertion (A): Cultural relativism is a response to Western ethnocentrism
 Reason (R) : Cultural relativism is the principle that an individual person's beliefs and activities should be understood by others in terms of that individual's own culture
 A) Both A and R are correct
 B) Both A and R are incorrect
 C) A is correct and R is incorrect
 D) A is correct, but there can be many other reasons in R
58. Assertion : A The Lasswell formula shows a typical trait of early communication model
 Reason/s : R
 a) Because it more or less takes for granted that the communicator has some intent in influencing the receiver
 b) Because it views that communication should be treated mainly as a persuasive process.
 A) A and R (a) and R (b) are correct
 B) A and R (a) and R (b) are false
 C) A and R (a) are only correct
 D) A and R (b) are only correct
59. Assertion A : Media are the means of mental production of the ideology
 Reason R : The ideas of the ruled class is in every epoch the ruling ideas
 A) A and R are correct B) A is incorrect and R is correct
 C) A is correct, and R is not D) Both A and R are incorrect
60. Arrange the steps in interpersonal communication in its sequence
 1) Intimate stage 2) Phatic stage 3) Terminal stage 4) Personal stage
 A) 2-1-4-3 B) 1-3-2-4 C) 2-4-1-3 D) 4-1-2-3
61. Match the following:
- | Group A | | Group B | |
|---------|---------------------------|---------|-----------------------------|
| 1 | Leon Festinger | a | Spiral of Silence Theory |
| 2 | Elizabeth Neuille Neumann | b | Cognitive Dissonance Theory |
| 3 | F.X.Dance | c | Transactional Model |
| 4 | Barlund | d | Helical Model |
- A) 1-b, 2-c, 3-a, 4-d B) 1-a, 2-b, 3-d, 4-c
 C) 1-b, 2-a, 3-d, 4-c D) 1-c, 2-b, 3-d, 4-a

62. Match the following
- | Group A | | Group B | |
|---------|-------------|---------|-------------------|
| 1 | McLuhan | a | Aberrant decoding |
| 2 | Saussure | b | Hot Media |
| 3 | Berlo | c | Signs |
| 4 | Umberto Eco | d | SMCR |
- A) 1-b, 2-c, 3-d, 4-a B) 1-a, 2-c, 3-b, 4-d
 C) 1-c, 2-d, 3-b, 4-a D) 1-d, 2-c, 3-a, 4-b
63. Identify the newspaper/s that started its/their publication from Kozhikode
 A) The *Mathrubhumi* daily B) The *Madhyamam* daily
 C) A only D) Both A and B
64. Who among the following was/were not the editor/s of the *Deshabhimani* daily?
 1. E.K.Nayanar 2. M.S. Devadas
 3. Swadeshabhimani Ramakrishna Pilla 4. C. Achuta Menon
- A) 3 and 4 B) 2 and 3 C) 4 only D) 2 only
65. Which of the following was/were started after 1900?
 1. *Vivekodayam* 2. *Deepika* 3. *Kerala Kaumudi* 4. *Chandrika*
- A) 1 & 4 B) 1 & 3 C) 2 & 3 D) 1,3 & 4
66. Arrange the following in the chronological order of their origin
 1. Press News Bureau 2. United Press of India
 3. Press Trust of India 4. UNIVARTA
- A) 1-2-3-4 B) 1-3-2-4 C) 1-3-4-2 D) 2-3-4-1
67. Assertion A: Press Council of India is the apex body responsible for registering the titles and ownership details of all newspapers in India
 Reason R: Registrar of Newspapers for India (RNI) is a subsidiary of the Press Council of India
- A) Both A and R are correct B) A is correct and R is incorrect
 C) A and R are incorrect D) A is incorrect and R is correct
68. Assertion A: Bengal is the birth place of Indian language Press
 Reason R: The first periodical in an Indian language was *Dig Darshan* and it was a Bengali publication
- A) Both A and R are incorrect B) A is correct and R is incorrect
 C) A and R are correct D) A is incorrect and R is correct
69. Assertion A: James Silk Buckingham is one of the earliest champions of the freedom of press in India
 Reason R: He opposed the draconian laws imposed by the British on the Press
- A) Both A and R are incorrect B) A is correct and R is incorrect
 C) A and R are correct D) A is incorrect and R is correct

70. Assertion A: The Press Council of India has come to be looked upon as a toothless tiger
Reason R: The Council has no punitive powers
A) A and R are correct
B) A is correct and R is incorrect
C) Both A and R are incorrect
D) A is incorrect and R is correct
71. Arrange the following Indian Acts / Laws in their chronological order of origin
1. The Copyright Act 2. The Contempt of Court Act
3. The Official Secrets Act 4. The Young Persons' (Harmful Publications) Act
A) 4-2-1-3 B) 3-4-1-2 C) 2-3-1-4 D) 2-4-1-3
72. Match the following
Group A
1 Adwin Armstrong
2 *Mattoli*
3 Medium Wave Frequency Range
4 Radio Maska
Group B
a Community Radio
b Internet Radio
c F M Radio
d Amplitude Modulation
A) 1-c, 2-a, 3-d, 4-b B) 1-b, 2-a, 3-c, 4-d
C) 1-d, 2-b, 3-a, 4-c D) 1-c, 2-b, 3-d, 4-a
73. Match the following
Group A
1 Middle of the Road
2 Reverb
3 Windscreen
4 Wow
Group B
a Close echo
b Distortion of sound
c Radio format
d Filter
A) 1-a, 2-c, 3-d, 4-b B) 1-a, 2-d, 3-c, 4-b
C) 1-b, 2-a, 3-d, 4-c D) 1-c, 2-a, 3-d, 4-b
74. Arrange the following sequentially
1) One line treatment 2) Storyboard 3) Proposal 4) Script
A) 3-1-4-2 B) 3-1-2-4 C) 1-3-4-2 D) 1-2-3-4
75. Match the following
Group A
1 Wipe
2 Reflectors
3 Panning
4 Zoom out
Group B
a An apparatus to improve lighting
b Camera Head Movement
c Lens movement
d An optical effect
A) 1-d, 2-c, 3-b, 4-a B) 1-d, 2-a, 3-b, 4-c
C) 1-a, 2-d, 3-b, 4-c D) 1-a, 2-d, 3-c, 4-b

76. Match the following
- | | | | |
|---------|------------------|---------|-----------------------------|
| Group A | | Group B | |
| 1 | Jean Luc Godard | a | American underground cinema |
| 2 | Vittoria De Sica | b | British New Wave |
| 3 | J.Lee Thompson | c | Italian Neo Realism |
| 4 | Maya Deren | d | French New wave |
- A) 1-d, 2-c, 3-b, 4-a B) 1-a, 2-c, 3-b, 4-d
C) 1-d, 2-b, 3-c, 4-a D) 1-b, 2-a, 3-d, 4-c
77. Match the following
- | | | | |
|---------|----------------------|---------|-------------------------|
| Group A | | Group B | |
| 1 | P. Ramdas | a | <i>Olavum Theeravum</i> |
| 2 | P N Menon | b | <i>Newspaper Boy</i> |
| 3 | Ramu Kariat | c | <i>Kathapurushan</i> |
| 4 | Adoor Gopalakrishnan | d | <i>Chemmeen</i> |
- A) 1-b, 2-c, 3-d, 4-a B) 1-c, 2-a, 3-d, 4-b
C) 1-b, 2-a, 3-d, 4-c D) 1-a, 2-b, 3-c, 4-d
78. Match the following
- | | | | |
|---------|------------------------|---------|---------------|
| Group A | | Group B | |
| 1 | <i>Aparajito</i> | a | Shyam Benegal |
| 2 | <i>Kharij</i> | b | Ritwik Ghatak |
| 3 | <i>Subarnarekha</i> | c | Mrinal Sen |
| 4 | <i>Chandradas Chor</i> | d | Satyajit Ray |
- A) 1-d, 2-b, 3-c, 4-a B) 1-d, 2-a, 3-b, 4-c
C) 1-d, 2-c, 3-b, 4-a D) 1-a, 2-b, 3-d, 4-c
79. Arrange the following in their chronological order:
1) USENET 2) ARPANET 3) NFSNET 4) INTERNET
- A) 2-1-3-4 B) 3-2-1-4 C) 2-3-1-4 D) 1-2-3-4
80. Match the following
- | | | | |
|---------|-----------|---------|------------------------------|
| Group A | | Group B | |
| 1 | Twitter | a | Google |
| 2 | Facebook | b | 140 characters |
| 3 | YouTube | c | WhatsApp |
| 4 | Wikipedia | d | Jimmy Wales and Larry Sanger |
- A) 1-d, 2-b, 3-c, 4-a B) 1-a, 2-b, 3-c, 4-d
C) 1-b, 2-c, 3-a, 4-d D) 1-a, 2-d, 3-c, 4-b

81. Match the following
- | Group A | | Group B | |
|---------|------------|---------|----------------|
| 1 | ZooZoo ads | a | Kerala |
| 2 | ISA | b | Vodafone India |
| 3 | AAAI | c | Advertisers |
| 4 | K3A | d | Ad agencies |
- A) 1-b, 2-c, 3-d, 4-a B) 1-b, 2-d, 3-c, 4-a
 C) 1-d, 2-c, 3-a, 4-b D) 1-a, 2-b, 3-c, 4-d
82. Match the following
- | Group A | | Group B | |
|---------|------------------------------|---------|----------------|
| 1 | First PR agency | a | Bernays |
| 2 | Crystallizing Public Opinion | b | Mumbai |
| 3 | PRSI | c | Janapatham |
| 4 | IPRD | d | Lee and Parker |
- A) 1-a, 2-b, 3-d, 4-c B) 1-d, 2-b, 3-a, 4-c
 C) 1-d, 2-a, 3-b, 4-c D) 1-a, 2-b, 3-c, 4-d
83. Identify the nonparametric statistical test used to determine relationships between two nominal level variables?
- A) ANOVA B) F test
 C) Factor analysis D) Chi square test
84. Which of the following research designs studies something after its occurrence?
- A) Traingulation B) Experimental study
 C) Ex post facto research D) Longitudinal study
85. Assertion A: Sampling error decreases with the increase in the size of the sample.
 Reason R: Sampling errors are the random variations in the sample estimates around the true population parameters.
- A) A and R are correct
 B) A and R are correct but, R is not the appropriate explanation of A
 C) A is correct, but R is not
 D) A is incorrect, but R is correct
86. Assertion A: Likert-type scale is considered more reliable
 Reason R: Under Likert Scale respondents answer each statement included in the instrument.
- A) A is correct and R is the correct explanation of A
 B) A and R are correct but, R is not the appropriate explanation of A
 C) A is correct, but R is not
 D) A is incorrect, but R is correct

87. Which of the following is/are the limitation of observation method in research?
 A) It is an expensive method
 B) Information provided by this method is very limited
 C) Unforeseen factors may interfere with the observational task
 D) All of the above
88. Which of the following is the simplest possible measure of dispersion?
 A) Mode
 B) Mean
 C) Harmonic mean
 D) None of the above
89. Arrange the following in their sequence
 1) Define Research Problem 2) Formulate hypothesis
 3) Review Literature 4) Collect Data
- A) 1-3-2-4 B) 1-2-3-4 C) 1-3-4-2 D) 2-1-3-4
90. Which of the following is/are to be considered for the preparation of the research design, appropriate for a particular research problem?
 A) The means of obtaining the information only
 B) The cost factor relating to research only
 C) A and B
 D) None of these
91. Which of the following is/are the alternative name/s of purposive sampling?
 A) Deliberate sampling B) Probability sampling
 C) Chance sampling D) All of the above
92. Who initiated the magazine *Mithavadi*?
 A) Kumaranasan B) K.P.KesavaMenon
 C) C.V. Kunju Raman D) Murkoth Kumaran
93. The first monthly publication started in Malayalam?
 A) *Paschimodayam* B) *Rajya Samacharam*
 C) *Bhasha Poshini* D) *Vidya Vinodini*
94. The Information Technology Act in India was passed in the year
 A) 2010 B) 2005 C) 2008 D) 2000
95. Identify the correct sequence of the following Acts in the order of their first enactment:
 1) Press Council Act 2) Official Secrets Act 3) Copyright Act 4) PRB Act
- A) 4-2-3-1 B) 4-3-1-2 C) 4-2-1-3 D) 1-2-3-4
96. Expansion of CGPDTM
 A) Comptroller General of Patent Development and Trademarks
 B) Comptroller General of Patents, Designs and Trademarks
 C) Controller General of Patent Development and Trademark Marketing
 D) Controller General of Patents, Designs and Trademarks

97. Which of the following sections of the IT Act was/were declared by Supreme Court of India as invalid?
 A) Section 66 a B) Section 66 b C) Section 66 c D) A & B
98. The Film Division of India was established in the year
 A) 1958 B) 1948 C) 1968 D) 1978
99. Which of the following Section in Indian Penal Code deals with 'defamation'?
 A) Section 450 B) Section 499
 C) Section 451 D) Section 491
100. Name the famous Indian journalist who served as a member in the McBride Commission
 A) BG Varghese B) Kuldip Nayar
 C) M.J. Akbar D) Arun Shourie
101. What is WAN-IFRA?
 A) A worldwide network of information scientists
 B) A world association of newspapers and news publishers
 C) A web network between India and France
 D) A world association of news, information and advertising agencies
102. The Office of the Registrar of Newspapers for India, more popularly known as RNI came into being on 1st July, 1956, on the recommendation of -----
 A) First Press Commission B) Second Press Commission
 C) Bechawat Commission D) Majithia Wage Board
103. Who is the editor of web publication *The Hoot*?
 A) Sasikumar B) Sevanti Ninan
 C) Mrinal Pande D) Kalpana Sharma
104. Which of the following is the Asia's oldest newspaper which is being continuously published?
 A) *Anand Bazar Patrika* B) *Malayala Manorama*
 C) *Times of India* D) *Mumbai Samachar*
105. A bilingual monthly published by the Kerala Media Academy
 A) *Media Matters* B) *Vaaritha*
 C) *News Hub* D) *Media*
106. Who is the Director of Hindi film *Udta Panjab*?
 A) Kabir Khan B) Subhash Gai
 C) Abhishek Chaubey D) Aamir Khan
107. Who first photographed the dead body of AylanKurdi, a refugee boy from war-torn Syria?
 A) Nilufer Demir B) Eddie Adams
 C) Robert Frank D) Khaleel Ibrahim

108. Assertion : A) 'Threshold value' is considered as a news factor
Reason : R) An event is more likely to be noticed if it is of great magnitude
A) A is incorrect and R is correct
B) A is correct and R is incorrect
C) Both A and R are correct
D) A and R are incorrect
109. Embargo means
A) Ban on publishing a particular news item
B) Limitation on the earliest time when a news item given to a journalist can be published.
C) Killing the news story due to the lack of accuracy
D) News that covers embassies and such organizations
110. Story written before a predicted event, setting the scene for when it happens is called
A) Follow up
B) Curtain raiser
C) Launcher
D) Advancer
111. In journalism parlance, the number of rows in a headline is termed as
A) Deck
B) Header
C) Leveler
D) Layer
112. 'Bump' means
A) To move the position of a story, either up or down the scale of priority
B) To set aside the story for future use
C) To send the story to the reporter for more clarity and accuracy
D) To dump the story for its damaging value
113. 'Write-off story' can be defined as
A) A short, front-page version of a story which is repeated in full inside the newspaper
B) A story written by a reporter and rejected by the editor in chief
C) A story written based on the off-the-record sources
D) A story written by the reporter sitting away from the actual site of the event
114. A list of stories for a news bulletin is called as
A) Rundown
B) Rushes
C) NIB
D) Thumbnail
115. *Down to Earth* is a fortnightly on
A) Soil Conservation
B) Politics of the marginalized societies
C) Development, Environment and Health
D) Geography and Ecology

