

# Sample Paper

## Journalism & Mass Communication

Max. Marks 100

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Attempt all 50 questions, each question carries 02 marks. There is no negative marking. Please mark the correct answer as A/B/C/D at appropriate place, on the right hand side of the question, in blue or black ink.

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1. The communication process is initiated by the  
(A) Message (B) Receiver  
(C) Source (D) Channel [     ]
  
2. The interpretation of physical message into a form that has eventual meaning for a receiver is called  
(A) Coding (B) Recoding  
(C) Decoding (D) Encoding [     ]
  
3. Receivers can be  
(A) A group (B) A single person  
(C) An institution (D) All of the above [     ]
  
4. An increase in noise \_\_\_\_\_ message fidelity.  
(A) Increases (B) Decreases  
(C) Does not affect (D) Expands [     ]
  
5. In machine – assisted interpersonal communication:  
(A) Source & receiver can be separated by time & space  
(B) Messages can have permanence  
(C) Messages can be amplified or transmitted over large distances  
(D) All of the above [     ]
  
6. The International day for women is observed on  
(A) March 8<sup>th</sup> (B) March 30<sup>th</sup>  
(C) January 8<sup>th</sup> (D) January 30<sup>th</sup> [     ]
  
7. The first European who attempted to bring out a Newspaper in India was:  
(A) James Augustus Hicky (B) James Silk Buckingham  
(C) William carey (D) William Bolts [     ]

8. To which state does the woman activist Iron Sharmila  
 (A) Assam (B) Nagaland  
 (C) Tripura (D) Manipur [ ]
9. Who among the four below is called the waterman of India:  
 (A) Sunder Lal Bahuguna (B) Amrita Devi  
 (C) Moti Lal Tejavat (D) Rajendra Singh [ ]
10. The international day for human rights is observed on  
 (A) 10<sup>th</sup> February (B) 10<sup>th</sup> December  
 (C) 9<sup>th</sup> August (D) 9<sup>th</sup> November [ ]
11. The element that distorts or disrupts a message being sent from a sender to a receiver is:  
 (A) Cognitive (B) Medium  
 (C) Noise (D) Resonance [ ]
12. The process of controlling the flow of information is:  
 (A) Media Event (B) Media Strategy  
 (C) Frequenting (D) Gakekeeping [ ]
13. Freedom of Expression is provided for in the article of the constitution of India:  
 (A) Article 12 (B) Article 21  
 (C) Article 19 (E) Article 16 [ ]
14. The word communication is derived from the Latin word communes which mean  
 (A) To convey (B) To Speak  
 (C) Common (D) To Share [ ]
15. Chipko movement is related to  
 (A) Removing Untouchability (B) Saving water  
 (C) Protecting trees (D) Preventing dowry deaths [ ]
16. Prasar Bharati ( Indian Broad casting Corporation) came in existence in the year  
 (A) 1990 (B) 1997  
 (C) 1947 (D) 1952 [ ]
17. The first press Council Act was passed in  
 (A) 1966 (B) 1987  
 (C) 1965 (D) 1980 [ ]
18. Pictures on television screen are made up of  
 (A) Colors (B) Pixels  
 (C) Lines (D) Waves [ ]
19. Defamation is defined in section of Indian Penal code:  
 (A) Section 499 (B) Section 299  
 (C) Section 144 (D) Section 221 [ ]

20. First Indian copyright Act was passed in the year  
 (A) 1917 (B) 1914  
 (C) 1957 (D) 1992 [ ]
21. The Publication of the Public Relations Department, Government of Rajasthan is  
 (A) Samachar Darpan (B) Sujas  
 (C) Rajasthan Patrika (D) Sunahara Rajasthan [ ]
22. A set of standards for determining the structure of a true Newspaper was formulated for the first time by  
 (A) Ben Harris (B) Otto Groth  
 (C) Thomas Emmel (D) Nathaniel Butler [ ]
23. According to the Indian constitution, Article 19 can be suspended during the period  
 (A) Cabinet formation (B) Budget presentation  
 (C) Judicial Inquiry (D) Emergency [ ]
24. Newspaper (Price Control) Act 1972 was imposed for a period of  
 (A) One year (B) Two year  
 (C) Three year (D) Four year [ ]
25. Television Broad casting began in India in:  
 (A) 1947 (B) 1952  
 (C) 1959 (D) 1976 [ ]
26. The radio Farm Forums were the experiments conducted in:  
 (A) Bangladesh (B) Sri Lanka  
 (C) Nepal (D) India [ ]
27. Tele conference means  
 (A) Audio - conference (B) Video conference  
 (C) Computer conference (D) Above all [ ]
28. The period when commercials are to be broadcast is identified as  
 (A) Prime time (B) Break time  
 (C) Time channel (D) Time message [ ]
29. Name of the DTH service of Doordarshan is  
 (A) DD Direst Plus (B) Dish TV  
 (C) Tata sky (D) None of the above [ ]
30. Name of the Minister for Information and Broad casting, Govt. of India is  
 (A) P.Chitamaram (B) Sachin Pilot  
 (C) Ambika Soni (D) Jyotiraditya Sindia [ ]
31. Paid news is related to  
 (A) Feature (B) Report  
 (C) Advertisement (D) Editorial [ ]

32. The concept of telephone Newspaper originated in  
 (A) Japan (B) USA  
 (C) Hungary (D) France [ ]
33. The retail selling price of print media is called:  
 (A) Retail Price (B) Subscription  
 (C) Hawker Price (D) Cover Price [ ]
34. The number of Radio Stations in India at the time of Independence was  
 (A) 7 (B) 14  
 (C) 15 (D) 9 [ ]
35. The computer language for formatting documents to transmit through the worldwide web is  
 (A) HTML (B) Binary  
 (C) Assembly (D) Linux [ ]
36. Cel is the base material to draw individual  
 (B) Animation Frames (B) Info graphics  
 (C) Color combinations (D) Characters [ ]
37. Impact impression is the degree of consumer reaction to  
 (A) A Product (B) A Service  
 (C) An Advertisement (D) An In – House offer [ ]
38. The percentage of sales approach to advertising budgets ties budgeting  
 (A) Last Year's Sales (B) Anticipated Sales of the year  
 (C) Next year's forecast sales (D) Competitor's Sales [ ]
39. The largest Media House in the world is  
 (A) Sony (B) Disney  
 (C) AOL Time Warner (D) Viacom CBS [ ]
40. Karpur Chand Kulish was associated with  
 (A) Rashtrodoot (B) Dainik Navjyoti  
 (C) Dainik Bhaskar (D) Rajasthan Patrika [ ]
41. The department of Public Relations in Government of India is called  
 (A) DPR (B) PRO  
 (C) PIB (D) None of the above [ ]
42. What indicates the size of the aperture opening on a camera  
 (A) Auto Focus (B) F Stop  
 (C) Shutter (D) View Finder [ ]
43. Bhasha is the Hindi New Agency related to  
 (A) PTI (B) UNI  
 (C) Reuters (D) None of the above [ ]

44. Which day is celebrates Press Freedom Day  
(A) 3 May (B) 22 September  
(C) 1 June (D) 9 August [ ]
45. The first Hindi Newspaper is  
(A) Martand (B) Banaras  
(C) Prajmitra (D) Vishal Bharat [ ]
46. Mass communication refers to the process by which a complex organization with the aid of one or more machines produces and transmits public messages that are directed at large, scattered audiences that are  
(A) Heterogeneous (B) Homogenous  
(C) Related (D) Specific [ ]
47. Message termination is easiest in  
(A) Interpersonal communication  
(B) Mass Communication  
(C) Machine assisted interpersonal communication  
(D) None of the above [ ]
48. Mass communication organizations  
(A) Have multiple gatekeepers (B) Require little money to operate  
(C) Exist regardless of profit (D) Are non - competitive [ ]
49. The following is an example of a media vehicle:  
(A) Newspaper and magazines (B) Radio Stations  
(C) TV networks (D) All of the above [ ]
50. Disintermediation eliminates the  
(A) Source (B) Middleman  
(C) Customer (D) Seller [ ]