

**MASS COMMUNICATION & JOURNALISM**

## Paper – II

1. The medium that is supposed to promote post-modernism in the cultural sphere is
  - (A) newspaper
  - (B) radio
  - (C) television
  - (D) telephone.
2. The 'communitarian' media theory is in contrast to
  - (A) collectivism
  - (B) libertarianism
  - (C) receptivity
  - (D) modernism.
3. The knowledge-gap hypothesis was developed by
  - (A) G. A. Donohue
  - (B) John Pavlik
  - (C) Wilbur Schramm
  - (D) David Weaver.
4. What is syntactics ?
  - (A) The study of the language in use
  - (B) The study of relationships among signs
  - (C) The study of human interaction
  - (D) The relationship between words and sentences.
5. The organic model of development emphasised
  - (A) top-down communication
  - (B) participatory communication
  - (C) corrective communication
  - (D) global communication.
6. Which is *not* a Hindi newspaper ?
  - (A) Sanmarg
  - (B) Jansatta
  - (C) Jagaran
  - (D) Eenaadu.
7. Which is mismatch ?
  - (A) Shyam Benegal — Film
  - (B) Ravishankar — Sitar
  - (C) Dilip Padgaonkar — Journalist
  - (D) Amjad Ali Khan — Santoor.

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8. Which of the following is *not* included as digital global news channel ?
- (A) News Corporation (B) BBC World Service  
(C) CNN International (D) Samay.
9. When an advertisement encompasses the column margins also, it is called
- (A) bleed (B) island  
(C) gutter (D) clutter.
10. The first evening daily newspaper of India was
- (A) The Evening News (B) The Mid-day  
(C) The Mail (D) The Free Press Bulletin.
11. A theory that suggests that impact of two or more media is stronger than using either medium is called
- (A) media message effect (B) media usage effect  
(C) media survey effect (D) media multiplier effect.
12. The five-stage economic theory of development was suggested by
- (A) Adam Smith (B) Walt Rostow  
(C) Harold Innis (D) A. G. Frank.
13. Multi-tasking in journalism is due to
- (A) media globalisation (B) economic liberalisation  
(C) social integration (D) technology convergence.
14. The traditional practice of referring to the news source as 'spokesperson' has become redundant due to the emergence of
- (A) new media (B) embedded journalism  
(C) investigative journalism (D) television.
15. The professional code of ethics for public relations practitioners all over the globe was finalised at a conference held at
- (A) Helsinki (B) London  
(C) Vienna (D) Athens.

16. The first Indian owned newspaper was established in the city of  
(A) Delhi (B) Chennai  
(C) Hyderabad (D) Kolkata.
17. Which one of these websites is *not* included as Broadcast Networks ?  
(A) www.fox.com (B) www.univision.com  
(C) www.nbc.com (D) www.neta.com
18. A newspaper in which employees have their stake as shareholders is  
(A) The Times of India (B) The Guardian  
(C) The New York Times (D) Le Monde.
19. Which television channel is *not* related to global media market ?  
(A) HBO (B) Star TV  
(C) CCTV Four (D) Disney.
20. Administrative research in media relates to  
(A) media effects (B) media causes  
(C) content supervision (D) policy decisions.
21. The first full-fledged colour film in India was produced by  
(A) Raj Kapoor (B) Guru Dutt  
(C) V. Shataram (D) B. R. Chopra.
22. The first Englishman who was the editor of two prestigious newspapers of India was  
(A) James Silk Buckingham (B) Robert Knight  
(C) James Augustus Hicky (D) C. F. S. Andrews.
23. When the subjects in an experimental research realise that something special is happening to them, they perform differently. This is called  
(A) The Pygmalion effect (B) The Causal effect  
(C) The Conditioning effect (D) The Hawthorne effect.
24. 'Glittering generalities' is a technique employed by  
(A) Advertisers (B) Propagandists  
(C) Science Communicators (D) Foreign Correspondents.

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25. Communication audit for PR involves a survey of
- (A) practitioners (B) employers  
(C) employees (D) readership.
26. Criminal contempt means the publication for scandalising the judiciary by
- (A) words, spoken or written  
(B) signs  
(C) visible representation  
(D) publication of news against the judiciary.
27. Who is described as the symbol of the New Journalism era ?
- (A) Winder Randolph (B) Joseph Pulitzer  
(C) Woodrow Wilson (D) Frank I. Cobb.
28. A writing is not libellous, if it is a fair comment on a matter of
- (A) Media interest (B) Editor's interest  
(C) Public interest (D) Corporate interest.
29. To know the consumers' minds, emotions and sense in the 'AIDA' model, the letter 'I' refers to
- (A) Interest (B) Influence  
(C) Insurance (D) Intelligence.
30. Which committee suggested the division of Samachar news agency, created during emergency ?
- (A) B. G. Verghese Committee (B) Kuldip Nayyar Committee  
(C) Joshi Committee (D) Sham Lal Committee.
31. 'Freebies' are described as
- (A) writing for jazz journalism (B) obscene stories  
(C) special favours to media persons (D) precision journalism.

32. Who propounded the two-step flow theory ?

- (A) Elihu Katz and P. Lazarsfeld (B) Osgood and Schramm  
(C) Walter Lippman (D) Daniel Lerner.

33. Haw Keye is a

- (A) magazine (B) syndicate  
(C) column (D) cartoon.

34. Identify the correct combination :

- (A) Radio City — Sun TV  
(B) FM Gold — AIR  
(C) SFM — Reliance  
(D) Big FM — Star.

35. Assertion (A) : Random sample is representative of the universe.

Reason (R) : Random sample has the units of the universe who are opinion leaders.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true  
B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)  
C) (A) is true, but (R) is false  
D) (A) is false, but (R) is true.

36. Consider the following statements :

Assertion (A) : Objectivity in reporting needs a fair and non-discriminatory attitude to sources.

Reason (R) : Because independence is not always a condition of detachment.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are correct  
B) Both (A) and (R) are correct, but (R) is not the correct explanation of (A)  
C) (A) is correct, but (R) is false  
D) (A) is false, but (R) is correct.

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37. Consider the following statements :

*Assertion (A)* : Trial by media has a cascading effect of judicial activism in India.

*Reason (R)* : Competition has compelled Indian media to search for truth.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are correct
- B) Both (A) and (R) are correct, but (R) is not the correct explanation of (A)
- C) (A) is correct, but (R) is false
- D) (A) is false, but (R) is correct.

38. Identify the correct sequence of the publication of the newspapers in India :

- (A) The Statesman, The Times of India, The Hindu, The Hindustan Times
- (B) The Times of India, The Hindu, The Statesman, The Hindustan Times
- (C) The Times of India, The Statesman, The Hindu, The Hindustan Times
- (D) The Hindustan Times, The Hindu, The Times of India, The Statesman.

39. The correct chronological sequence of the chairpersons of the Press Council of India is

- (A) R. S. Sarkaria, P. B. Sawant, K. Jayachandra Reddy, G. N. Ray
- (B) K. Jayachandra Reddy, R. S. Sarkaria, G. N. Ray, P. B. Sawant
- (C) G. N. Ray, K. Jayachandra Reddy, P. B. Sawant, R. S. Sarkaria
- (D) G. N. Ray, R. S. Sarkaria, K. Jayachandra Reddy, P. B. Sawant.

40. Which is the correct sequence of film actors in Bollywood cinema ?

- (A) Dev Anand, Raj Kapoor, Amitabh Bachchan, Hrithik Roshan
- (B) Raj Kapoor, Amitabh Bachchan, Dev Anand, Hrithik Roshan
- (C) Raj Kapoor, Dev Anand, Amitabh Bachchan, Hrithik Roshan
- (D) Raj Kapoor, Dev Anand, Hrithik Roshan, Amitabh Bachchan.

41. Match **List I** ( **Name of the cinema** ) with **List II** ( **Film actor and actress** ) and select the correct answer using the codes given below the lists:

<b>List I</b>		<b>List II</b>	
<b>( Name of the cinema )</b>		<b>( Film actor and actress )</b>	
(a)	The Japanese Wife	i.	Jacqueline Fernandez and Ritesh Deshmukh
(b)	Hum Tum Aur Ghost	ii.	Rahul Bose and Raima Sen
(c)	Jaane Kahan Se Aayi Hai	iii.	Arshad Warsi and Dia Mirza
(d)	Paathshaala	iv.	Shahid Kapoor and Ayesha Takia

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
(A)	ii	i	iii	iv
(B)	iv	iii	i	ii
(C)	ii	iii	i	iv
(D)	iv	i	iii	ii

42. Match **List I** ( **Newspaper** ) with **List II** ( **Country** ) and select the correct answer using the codes given below the lists:

<b>List I</b>		<b>List II</b>	
<b>( Newspaper )</b>		<b>( Country )</b>	
(a)	The Wall Street Journal	i.	India
(b)	The Economist	ii.	Great Britain
(c)	The Straits Times	iii.	The United States
(d)	The Mint	iv.	Singapore

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
(A)	i	iii	iv	ii
(B)	iii	ii	i	iv
(C)	iii	ii	iv	i
(D)	ii	i	iii	iv

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43. Match **List I ( Chairperson )** with **List II ( Organisation/Commission )** and select the correct answer using the codes given below the lists:

<b>List I</b>		<b>List II</b>	
<b>( Chairperson )</b>		<b>( Organisation/Commission )</b>	
(a)	Justice P. B. Sawant	i.	First Press Commission of India
(b)	Justice Manisana	ii.	Second Press Commission of India
(c)	Justice P. K. Goswamy	iii.	Press Council of India
(d)	Justice Rajadhyaksha	iv.	Wage Board for Working Journalists.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
(A)	iii	iv	ii	i
(B)	i	iii	iv	ii
(C)	iv	iii	ii	i
(D)	i	ii	iii	iv

44. Match **List I ( Persons )** with **List II ( Field )** and select the correct answer using the codes given below the lists:

<b>List I</b>		<b>List II</b>	
<b>( Persons )</b>		<b>( Field )</b>	
(a)	Lionel Fielden	i.	Radio
(b)	Noam Chomsky	ii.	Advertising
(c)	David Ogilvy	iii.	Public Relations
(d)	Ivy Lee	iv.	Media Criticism.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
(A)	ii	iv	i	iii
(B)	iii	i	iv	ii
(C)	iv	iii	ii	i
(D)	i	iv	ii	iii



45. Match **List I ( Folk media )** with **List II ( States )** and select the correct answer using the codes given below the lists:

<b>List I</b>		<b>List II</b>	
<b>( Folk media )</b>		<b>( States )</b>	
(a)	Mohinyattam	i.	Andhra Pradesh
(b)	Giddha	ii.	Kerala
(c)	Ramleela	iii.	Punjab
(d)	Bommalatam	iv.	Uttar Pradesh.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
(A)	i	ii	iv	iii
(B)	ii	iii	iv	i
(C)	iv	ii	i	iii
(D)	iii	iv	ii	i

**Read the following passage and answer the questions given in Q. Nos. 46 to 50 :**

There is a constant tension of one degree or another between the public's demand for truthful, accurate and relevant information and a government's interest in controlling, manipulating and in some cases suppressing news or transforming it altogether for its own purposes into propaganda. Knowledge is power and power is what governments are all about. This basic political fact does not make governments inherently evil, but it does mean that we need to be mindful about how their interests can sometimes differ from those of the public's with respect to the gathering, presentation and use of information provided by the news. If we are to be responsible citizens, we must realistically expect there to be occasional conflicts, disputes and sparring between these opposed interests. People desiring to be politically free, however they may define this concept themselves, must be especially on the look out for any systematic degrading of the ability of reporters to practise their profession freely. This means in particular without interference by the government, except in the most urgent circumstances in which the security of the society as a whole is seriously challenged and even only then with appropriate oversight. The important point is that, given the importance of a free press to a free society, any interference in the professional activity

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of journalists is to be tolerated only under the most extreme circumstances and then only for a specified period of time. All citizens who aspire to freedom or want their society to remain free should, if this is their goal, be aware of the problems that can result from political and judicial bodies setting a bad precedent in limiting freedom of the press. For it is in this way that the moral right of a free press can be incrementally degraded step-by-step in an accelerating slippery slope until the government begins to exert an undue influence over its practices. A government is not the only source of threat to a free press. In principle, there is a threat from any powerful institution with a stake in news reporting. The government shirks an essential moral responsibility if it looks the other way when organised crime, religious fanatics or other specialised interest groups harass news reporters and make it difficult or even impossible for them to do their job.

46. The government wants to transform news for the purpose of
- (A) publicity (B) suppression  
(C) propaganda (D) power sharing.
47. If we are responsible citizens, we must be realistic to expect conflicts of
- (A) interests (B) image  
(C) governance (D) public acceptance.
48. Any government should not interfere with the work of journalists except in extreme cases of
- (A) professional integrity (B) social norms  
(C) freedom (D) security of state.
49. All citizens who aspire their society to remain free should be aware of problems that result from political and judicial bodies setting ( up ) in regard to press freedom a
- (A) commission (B) bad precedent  
(C) road map (D) professional code.
50. Organised crime, religious fanatics or other specialised interest groups will prevent news reporters from doing the job, if the government does not perform its
- (A) moral responsibility (B) economic duties  
(C) cultural obligations (D) non-constitutional role.