1. The Shannon and Weaver model of communication is
   a) Modular  b) Circular  c) Linear  d) Non Linear

2. Which of the following is not a part of seven C's of communication?
   a) Channel  b) Content  c) Curiosity  d) Clarity

3. Cinema is a/an
   a) Visual medium  b) audiovisual medium  c) audio medium  d) print medium

4. Dyadic communication is the transfer of messages from a person
   a) to another person and vice versa  b) to a group of persons  
   c) to a mass audience  d) none of these

5. The MMU is a/an
   a) Visual medium  b) audiovisual medium  c) audio medium  d) none of these

6. A group discussion is a form of
   a) dyadic communication  b) group communication  c) mass communication  d) none of these

7. The word communication is derived from
   a) French  b) German  c) Latin  d) Persian

8. Sadhananikaran is an equivalent to the original concept of
   a) commonality  b) Communion  c) Communism  d) Communication

9. The Indian Institute of Mass Communication was established in
   a) 1955  b) 1964  c) 1965  d) 1946

10. Communication involves active interaction with our environments
    a) Physically  b) Biologically  c) Socially  d) all the above
11. The evolution of symbolic communication is called
   a) Information  b) Language  c) Gesture  d) none of these
12. The right to information has been declared a fundamental right by UN in
13. Who defines communication as process which increases commonality—but also equires elements of commonality for it to occur at all.
   a) Aristotle  b) Shannon  c) Denis McQuail  d) Wilbur Schramm
14. ___________ is individual reflection, contemplation and meditation.
   a) Intrapersonal communication  b) Interpersonal communication  c) Mass communication  d) Group communication.
15. Interpersonal communication is direct face-to-face communication between
   a) Mass  b) two persons  c) group of persons  d) oneself
16. Rhetorics is a term related with
   a) Plato  b) Aristotle  c) Denis McQuail  d) Marshall McLuhan
17. Rhetoric is made up of ------------------ elements
   a) One  b) two  c) three  d) four
18. According to Aristotle rhetoric is made up of
   a) the speaker  b) the speech  c) the listener  d) all the above
19. Which of the following is an example of hot medium as envisaged by Marshall McLuhan.
   a) Cartoon  b) Telephone  c) Radio  d) TV
20. A mass medium is essentially a working group organized around some device for circulating the same message at about the same time to large number of people is a definition given by
   a) George Gerbner  b) Wilbur Schramm  c) Marshall McLuhan  d) Harold Lasswell
21. Receiver in Shannon and Weaver model of communication is
   a) person who receives message  b) A component of telephone  c) person who sends feedback  d) the telephone exchange that retransmits message
22. The mathematical model of communication was put forwarded by
   a) Shannon and Weaver  b) Osgood and Schramm  c) Lasswell  d) Aristotle
23. The Circular model of communication was put forward by
   a) James Carey  b) Harold D. Lasswell  c) Shannon And Weaver  d) Osgood and Schramm
24. Massline communication is a term related with
   a) Gandhiji  b) Mao Zedong  c) Nehru  d) Churchill
25. Communication is the transmission of information, ideas, emotions, skill etc by use of symbols, words, figures, graph etc. This definition was given by
   a) Osgood  b) Berelson & Steiner  c) Harold Lasswell  d) Wilbur Schramm
26. The primary goal of communication is influencing through persuasion according to
   a) Asian communication theories  b) European communication theories  
   c) Indian communication theories  d) All the Above
27. The ritual model of communication was promoted by
   a) Marshall McLuhan  b) James Carey  c) Osgood  d) Wilbur Schramm
28. Any obstacles or difficulties that come in the way of communication is
   a) Element  b) Barriers  c) Message  d) Receiver
29. Self image is a
   a) Physical barrier  b) Mechanical barrier  c) Psychological barrier  d) Linguistic barrier
30. In group communication a whisling microphone is a
   a) Physical barrier  b) Mechanical barrier  c) Psychological barrier  d) Noise barrier
31. The invention of printing is an extension of eye according to.
   a) Wilbur Schramm  b) Marshall McLuhan  c) Harold D Lasswell  d) Denis MCquaill
32. Global Village is a term used by
33. Science of meanings is termed as
   a) Simiotics  b) Semantics  c) Signs  d) Symbola
34. Pyramidal distribution System of Communication was done by
   a) Wilbur Schramm  b) Marshall McLuhan  c) Harold D Lasswell  d) Denis MCquaill
35. The concept of channel noise and semantic noise is related with
   a) Denis MCquaill  b) Shannon and Weaver  c) Westley-Mclean  d) SMCR model
36. Mass society theory is also known as
   a) Hypodermic theory  b) Magicbullet theory  c) Grand theory  d) Two-step theory
37. The Magic bullet theory is also called as
   a) Grand theory  b) Mass Society theory  c) Hypodermic needle theory  d) None of these
38. The two step flow theory was put forwarded by
   a) Daniel Lerner  b) De-Fleur  c) Paul Lazar field  d) Osgood and Schramm
39. The attitude change theory was a contribution of
   a) Carl Howland  b) Lumsdaine  c) Sheffeild  d) All the above
The book *The Effects of Mass Communication* was written by
a)Carl Howland  
b)Joseph Klapper  
c)Maxwell Mc Comb  
d)Donald Shaw

Reinforcement theory was put forwarded by
a)Carl Howland  
b)Joseph Klapper  
c)Maxwell Mc Comb  
d)Donald Shaw

The Dependency theory was proposed by
a)Joseph Klapper  
b)Maxwell Mc Comb  
c)Defer & Ballrochech  
d)Donald Shaw

The Agenda Setting theory was proposed by
a)Joseph Klapper  
b)Maxwell Mc Comb & Donald Shaw  
c)Defer & Ballrochech  
d)Carl Howland

James Carvey, Peter Berger & Thomas Luckman were the chief propounders of
a)Cultural theory  
b)Cultivation analysis  
c)Theory of social construction of reality  
d)Social learning theory

The theory based on neo Marxist theory is
a)The British cultural theory  
b)The Critical cultural theory  
c)Social learning theory  
d)The Cultural theory

The Author of *A Theory of Cognitive Dissonance*
 a)Pery Tannenbaum  
b)Roland Barthes  
c)Charles Osgood  
d)L.A. Festinger

An interview is a type of
a)Dyadic communication  
b)Multidiadic communication  
c)Mass communication  
d)Group Communication

Spiral of Silence model was put forwarded by
a)George Gerbner  
b)Elisabeth N. Newman  
c)Harold Lasswell  
d)David K. Berlo

The Middle Range Theory of Communication was advocated by
a)John Fiske  
b)Robert Merton  
c)Karl Marx  
d)M.S. Archer

The Soviet Media Theory had its roots in
a)Italian Fascist philosophy  
b)Free enterprise approach of the west  
c)German Ideology  
d)Japanese imperial edicts

The area related to Noam Chomsky
a)Public Relation  
b)Advertising  
c)Radio  
d)Media Criticism

The knowledge –gap hypothesis was developed by
a)G.A. Donohue  
b)John Paulik  
c)Wilbur Schramm  
d)David Weaver
53. What is Syntactics
   a) The Study of the language in use
   b) The study of relationship among words
   c) The study of human interactions
   d) The relationship between words and sentences

54. The primary function of interpersonal communication is
   a) Reasoning
   b) Relationship building
   c) To inform
   d) To provide relaxation

55. Feedback is considered as
   a) Conviction
   b) Motor action
   c) Description cycle
   d) Multilaterality

56. The SMCR model of communication was devised by
   a) Shannon & Weaver
   b) David Berlo
   c) Wilbur Schramm
   d) Westley & McLean

57. The Author of the book Communication Networks.
   a) Daniel Belt
   b) Manuel Castle
   c) E.M. Rogers & D.L. Kincaid
   d) Andre Gunder Frank

58. According to Wilbur Schramm which one of the following is a value free asset
   a) Culture
   b) Religion
   c) Technology
   d) All the above

59. According to Global Village concept of Marshall MacLuhan
   a) Electronic media can help the masses unite to effect change
   b) Maintain person to person relations
   c) Most of new technologies make people scattered
   d) The electronic technologies would not be able to enlighten the masses

60. The process of mass communication is not
   a) Asymmetrical
   b) Personal
   c) Anonymous
   d) Effected on a large scale

61. Which of the communication has more emotional appeal
   a) Intrapersonal
   b) Interpersonal
   c) Group
   d) Mass

62. Communication needs a
   a) Sender
   b) Receiver
   c) Channel
   d) All the Above

63. Communication helps in
   a) Persuasion
   b) Entertainment
   c) Integration
   d) All the above

64. Which Model refers to Gatekeeper concept.
   a) Theodore Newcomb's
   b) Shannon & Weaver's
   c) Bruce Westleys & Mc Leans
   d) George Gerbner

65. Speaker-Speech-Audience are the elements of whose model of communication
   a) Claude Shannon
   b) Aristotle
   c) Harold Lasswell
   d) Wilbur Schramm

66. Who introduced the concept of Noise in Communication.
   a) Wilbur Shramm
   b) George Gerbner
   c) Charles Osgood
   d) Claude Shannon & Warren Weaver
67. Which theory is derived from the studies of Saussure and Pierce
   a) Mass society theory     b) Hegemony Theory
   c) Culture of Semeiotic Theory     d) Political Economic Media Theory

68. Mass Media are primarily mouloders of society as well as reflectors of it according to
   a) Dennis Mc Quail     b) Harold Lasswell     c) Wilbur Schramm     d) George Gerbner

69. Which of the following is noise factor?
   a) Perceptual Variation     b) External elements that hinders the process of communication
   c) Five senses     d) All the above

70. The dependency theory was proposed by
   a) Defer     b) Klapper     c) Ball Rockeach     d) Defer & Ball Rockeach

71. The Author of the book The *Dynamics of Mass Communication*
   a) Joseph A. Devito     b) Joseph R. Dominic     c) Denis Mc Quail     d) Melvin L. Deflour

72. The Book written by Melvin L. Deflour
   a) Communication Models     b) Fundamentals of Human Communication
   c) Communication and Social Change     d) Communication Studies

73. Author of the book *India's Communication Revolution*. 
   a) Dr. J. V. Vilanilam     b) Keval J. Kumar     c) Rogers & Singhal     d) Y. K. D' souza

74. Who developed the first paper for the mankind

75. Who invented TV?
   a) Alexander Graham Bell     b) John Logie Baird     c) Francis Jenkin     d) Chaster Carlson

76. Who differentiated hot and cold medium

77. Marshall Mc Luhan considered ------------------ as an extension of eye
   a) Invention of TV     b) Invention of printing     c) Invention of cinema     d) Invention of radio

78. Joseph Klapper proposed Reinforcement theory in
   a) 1955     b) 1960     c) 1965     d) 1970

79. On the basis of number of participants we can classify communication into--------
   a) four types     b) five     c) seven     d) six

80. The barriers which arise due to technological malfunctions is
   a) Semantic barriers     b) Technical Barriers     c) Personal Barriers     d) Physical Barriers

81. ------------------------ is at the base of the human element in all models of communication
   a) Intrapersonal communication     b) Interpersonal communication
   c) Mass communication     d) Group communication
82. According to the Pyramidal distribution of Mc Quail is at the apex of Pyramid
   a) intrapersonal communication       b) interpersonal communication
   c) mass communication                 d) group communication

83. In a communication process sender is also known as
   a) Receiver                           b) Encoder                           c) Channel          d) Decoder

84. In a communication process Receiver is also known as
   a) Sender                             b) Encoder                           c) Channel          d) Decoder

85. “The Media do not do things to people rather people do things with media” relate with
   a) The Cultural Theory                b) Uses and gratification theory    c) Symbolic interaction theory d) Cultivation Theory

86. Communication is the transfer or conveying of meaning. This definition was given by
   a) Claude Shannon                     b) Oxford dictionary               c) Charles Osgood       d) Wilbur Schramm

87. Kinesics is the science of
   a) Printing                          b) Language                         c) Writing             d) Body language

88. The Egyptian system of picture writing is known as
   a) Pictography                       b) Cuneiform                        c) Hieroglyph          d) Script

89. Alphabetic writing was developed by
   a) Chinese                           b) Greeks                           c) Romans              d) Persians

90. The writing style developed by Sumerians is
   a) Pictography                       b) Cuneiform                        c) Hieroglyph          d) Script

91. __________________ added five vowels to the alphabets
   a) Sumerians                         b) Greeks                           c) Romans              d) Persian

92. __________________ developed the capital and small letters
   a) Sumerians                         b) Greeks                           c) Romans              d) Persian

93. __________________ developed a kind of paper from papyrus plant
   a) Chinese                           b) Greeks                           c) Romans              d) Persians

94. The development of printing technology was in
   a) 15th Century                       b) 16th Century                     c) 17th century         d) 18th century

95. Movable types and mechanical printing press were invented by
   a) Herman Gundert                    b) Benjamin Bailey                  c) Johan Guttenberg     d) None of these

96. The first book printed by Johan Guttenberg was on
   a) Novel                             b) Poetry                           c) Religions            d) Culture

97. Telegraphy was invented in
   a) 19th Century                       b) 16th Century                     c) 17th century         d) 18th century
98. The twentieth century began with the invention of
   a) Photography    b) Printing    c) Cinema    d) Radio

99. Radio broadcasting began in
   a) 1910    b) 1915    c) 1920    d) 1925

100. TV telecasting began in
    a) 1925    b) 1930    c) 1935    d) 1940

101. _______________ has turned the world into a global village
    a) Radio    b) Cinema    c) TV    d) Internet

102. _______________ occurs when an individual sends and receives messages internally
    a) Intrapersonal communication    b) Interpersonal communication
    c) Mass communication    d) Group communication

103. Thinking and meditation are the functions of
    a) Intrapersonal communication    b) Interpersonal communication
    c) Mass communication    d) Group communication

104. The Johari Window model was developed by
    a) Shannon & Weaver    b) Joseph Luft & Harrington Ingham
    c) Wilbur Schramm    d) Denis Mc Quail

105. _______________ is the basis of all communication
    a) Intrapersonal communication    b) Interpersonal communication
    c) Mass communication    d) Group communication

106. Any mechanical device that multiplies messages and takes it to a large number of people simultaneously is called
    a) Intrapersonal communication    b) Interpersonal communication
    c) Mass communication    d) Group communication

107. Gate keeping is related with
    a) Intrapersonal communication    b) Interpersonal communication
    c) Mass communication    d) Group communication

108. The term kinesics was coined by
    a) Joseph Luft    b) Harrington Ingham
    c) Ray Birdwhistell    d) none of these

109. Kinesics is related with
    a) Verbal Communication    b) Non Verbal Communication
    c) Mass communication    d) Group communication
110. The Study of set measurable distance between people as they interact is
   a) Kinesics  b) Proxemics  c) Prosedic  d) Propinquity

111. The term proxemics was introduced by
   a) Ray Birdwhistell  b) Edward T. Hall  c) Jeph Luft  d) Harrington Ingham

112. The process of communication needs _____________ C's
   a) 4  b) 5  c) 6  d) 7

113. _____________ is the vehicle through which a message is carried from the communicator to the receiver
   a) Sender  b) Message  c) Channel  d) Receiver

114. The Press Freedom Day is Observed on
   a) May 1  b) May 2  c) May 3  d) May 4

115. The oldest existing newspaper in India
   a) The Times Of India  b) The Hindu  c) The Bombay Samachar  d) Hindustan Samachar

116. The Indian language in which the maximum number of newspapers are published.
   a) Malayalam  b) Bengali  c) Hindi  d) Urdu

117. India's largest public broadcaster Prasar Bharathi was established in
   a) 1996  b) 1995  c) 1997  d) 1998

118. _____________ was the India's first private FM Radio Station
   a) Radio Mango  b) Radio Mirchi  c) Radio city  d) Big FM

119. The chairman of the Press Council of India
   a) Justice G.N. Ray  b) Justice Markandey Katju  c) Justice Majeediya  d) Justice K.G. Balakrishnan

120. The Grand Old Man of Indian Journalism.
   a) Kuldip Nayar  b) Thusharkanthi Gosh  c) Chalapathi Rao  d) M.J. Akbar

121. The Film and Television Institute of India's is in
   a) Mumbai  b) Delhi  c) Pune  d) Chennai

122. The Current chairman of Film and Television Institute of India.
   a) Mr. Ravindrakumar  b) V.K. Chopra  c) Dr. U.R. Ananthamurthy  d) Shyam Benagal

123. Magsasey Award has been constituted by the
   a) Malaysian government  b) The Philippines government  c) Norway government  d) Switzerland government
124. An Indian who won the Magsaysay award in 2012.
   a) Ramula Davide  b) Syeda Riswana  c) Chen-shu-chu  d) Kulender Francis

125. The Recipient of 2011 J.C Daniel Award
   a) K.S. Sethumadhavan  b) M.T. Vasudevan Nair  c) Navodaya Appachan  d) Jose Prakash

126. The Basic function of the mass Communication is
   a) to inform  b) to entertain and educate  c) to persuade  d) all the above

127. In ______________ audience is anonymous and heterogenous.
   a) Intrapersonal communication  b) Interpersonal communication  
   c) Mass communication  d) Group communication

128. The term agenda setting was coined by
   a) Joseph Luft & Harrington Ingham  b) Malcolm Mc Comb & Donald Shaw  
   c) Shannon & Weaver  d) Osgood & Schramm

129. Understanding Media was a book written by
   a) Wilbur Schramm  b) Marshall McLuhan  c) Shannon  d) Osgood

130. The word Catharsis came from.
   a) Latin  b) Persian  c) Greek  d) Chinese

131. The aggressive cues theory of mass media communication was put forwarded by
   a) Seymar Feshbach  b) Leonard Berkowitz  c) Klapper  d) Bandura & Walter

132. The Researcher who developed an engineering model of human communication based on telephone communication.
   a) Shannon & Weaver  b) Lasswell  c) Osgood  d) Schramm

133. The Model that which first introduced the concept Noise.
   a) Lasswell's model  b) Shannon & Weaver model  c) Osgood  d) Wilbur Schramm

134. The Vital part of Communication is
   a) Sender  b) Message  c) Receiver  d) Feedback

135. Harold Lasswell is
   a) British Political Scientist  b) American Political Scientist  
   c) American Sociologist  d) British Sociologist

136. Another name of Osgood model is
   a) Dance Model  b) Mathematical Model  c) SMCR Model  d) Highly Circular Model

137. The model which is believed to be an improvement of Schramm-Osgood model
   a) Circular Model  b) Dance Model  c) Schramm Model  d) Gerbner Model
138. The Mathematical Model of Shannon & Weaver was altered by
   a) Harold D. Lasswell   b) Wilbur Schramm   c) Fredrick S. Siebead   d) Gerbner

139. The four theories of Press was put forward by
   a) Harold D. Lasswell   b) Wilbur Schramm   c) Fredrick S. Siebead   d) all the above

140. The Libertarian theory is also known as
   a) Communist media theory   b) Freepress theory   c) Authoritarian Theory   d) Social responsibility theory

141. Who was the owner of The Hindu.
   a) M. K. Gandhi   b) Motilal Ghosh   c) Surendranath Banerjee   d) Kasthuri Ranga Iyengar

142. Wireless telegraphy was developed by
   a) J. C. Maxwell   b) Thomas Edison   c) Heinrich Hertz   d) Guglielmo Marconi

143. Which of the following is true for communication model of Schramm.
   a) Context of stimuli has been used   b) Noise & feedback has been added.
   c) Encoding has been replaced   d) Decoding has been replaced

144. Interpersonal communication is
   a) Communication with the crowd   b) Communication with Public
   c) Communication between two individuals   d) Communication with his own mind.

145. According to whom mass media are primarily moulders of society as well as reflectors of it.
   a) Denis Mc Quail   b) Harold Lasswell   c) Wilbur Schramm   d) George Gerbner.

146. According to Mc Quail ________________ is at the apex of a pyramidal distribution
   a) Intrapersonal communication   b) Interpersonal communication
   c) Mass communication   d) Group communication

147. ICT Stands for
   a) Information common technology   b) Information and communication technology
   c) Information and computer technology   d) Interconnected technology

148. Who called our society as a dramatised society
   a) Marshall McLuhan   b) Raymond Williams   c) James Augustus   d) Guttenberg

149. Who developed w.w.w.
   a) Steve Jobs   b) Tim-Bernes Lee   c) Henry William Gates   d) Michel Dell

150. It was in ______________ world wide web was developed
   a) 1991   b) 1992   c) 1993   d) 1994
151. Radio & TV are the examples of
   a) Group communication   b) Interpersonal communication
   c) Human communication   d) Mass communication

152. Comment is free; facts are sacred. Who made this statement
   a) C.P. Scott   b) Brian Robert   c) William Francis   d) James Goldsmith.

153. Which is known as new media.
   a) Print   b) Radio   c) TV   d) Internet

154. Which is known as fifth estate.
   a) Print   b) Radio   c) TV   d) Social networks

155. The social media network of Google.
   a) Facebook   b) Twitter   c) Google plus   d) Linkedin

156. The limited effects model of mass communication was a counter to
   a) ABX model   b) Circular Model
   c) Diffusion model   d) Hypodermic needle theory

157. Denis McQuail identified the mass media function of
   a) Surveillance of environment   b) Transmission of culture
   c) Non formal education   d) Promotion of democratic participation

158. The interpretation process in communication takes place in
   a) Sender   b) Message   c) Receiver   d) Channel.

159. The process of translation of the messages into a code suitable for transmission to the receiver
   a) Decoding   b) Replication   c) Encoding   d) Transmission

160. The Indian Institute of Mass Communication (IIMC) Kerala is located at
   a) Trivandrum   b) Kottayam   c) Cochin   d) Calicut

161. The process of filtering messages from source to receiver is called
   a) Hand out   b) Kinesics   c) Degeneration   d) Gate keeping

162. The consequence of communication is
   a) Message   b) Content   c) Source   d) Effect

163. Communis means
   a) Common   b) Information   c) Code   d) Communities

164. Which is the largest circulated daily in south India
   a) Enadu   b) Kerala Koumudi   c) Malayala Manorama   d) Dinakaran

165. Which of the following is not included in the Harold Lasswell's model
   a) Whom   b) Who   c) What   d) When
166. The first Controller of Broadcasting in India
   a) AS. Bhokari          b) Lionel Fielden          c) Vallabhai Patel         d) B.V. Kheskhar

167. The movie which won the Oscar award 2011 for the best film
   a) The Iron Lady        b) The artist             c) Slum dog Millionaire     d) Aviater

168. Journalist Sainath is associated with
   a) Sports Reporting     b) Media Critic         c) Rural Reporting         d) Urban reporting

169. The author of the book The Island of Blood
   a) Burkha Dutt          b) Sainath              c) Kalpana Sharma           d) Anitha Prathap

170. M.A. Rahman is a
   a) Media Critic         b) Journalist           c) Documentary Maker       d) Novelist

171. Convergent Media is a term related with
   a) Print                b) Radio                c) TV                      d) Internet

172. The first Malayalam newspaper was published from
   a) Thalassery           b) Calicut              c) Kottayam                d) Trivandrum

173. Malayalam television transmission started in the year
   a) 1980                 b) 1982                 c) 1984                    d) 1985

174. The first private FM Radio Station in Kerala
   a) Red FM               b) Radio Mango        c) Big FM                  d) Best FM

175. Television broadcasting in India was started in the year
   a) 1940                 b) 1949                 c) 1959                    d) 1950

176. The Haridev Joshi University of Journalism & Mass Communication was in the state
   a) Madhyapradesh        b) Rajasthan           c) UP                    d) Haryana

177. ESPN is channel owned by
   a) STAR                 b) Ted Turner          c) ZEE TV                 d) SUN TV

178. The act of producing a message is
   a) Decoding             b) Encoding            c) Messaging              d) Noise

179. Which of the following is new Media
   a) Cinema               b) Mobile              c) Blog                   d) TV

180. The films of Lumiere Brothers were
   a) actualities          b) Fiction             c) documentaries          d) Narration

181. The classic documentary film The Nannok of The North was directed by
   a) D.W. Griffith        b) George Melies       c) Robert J. Flaherty      d) Eisenstein
182. The director of the film Raja Harishchandra
   a) Sathyajith Ray   b) Dadasaheb Phalke   c) Mrinal Sen   d) Syam Benegal

183. The Highest film award in India
   a) J.C. Daniel Award   b) Filmfare award   c) Film critics award   d) Dadasaheb Phalke award

184. SITE was conducted with the help of
   a) Britain   b) USA   c) Japan   d) Germany

185. Name the first private channel in India
   a) Zee TV   b) Asianet   c) Sun   d) Star

186. The name associated with wikileaks
   a) Bill Gates   b) Mark Zuckerberg   c) Julian Assange   d) Tim Berner

187. Who defines communication as social interaction through messages
   a) George Gerbner   b) Theodorson   c) Daniel Lerner   d) Joseph Deuto

188. The educational channel of AIR
   a) Yuvavani   b) Gyan Vani   c) Akashvani   d) Worldspace radio

189. The first Malayalam film Vigathakumaran was directed by
   a) Ramu Karyat   b) P. Bhaskaran   c) J.C. Daniel   d) Rosey

190. FM station owned by Reliance Group
   a) Big FM   b) Best FM   c) Radio Mirchi   d) Radio City

191. The radio station in India was renamed AIR in the Year
   a) 1934   b) 1935   c) 1936   d) 1937

192. Facebook is a
   a) Blog   b) Social network   c) Website.   d) Portal

193. The official newspaper of congress party in Kerala
   a) Janayugam   b) Malayala Manorama   c) Veekshanam   d) Chandrika

194. The first paragraph of a news story is
   a) Body   b) Headline   c) Lead   d) Text

195. Caption means
   a) name of the reporter   b) place of origin of news
   c) text accompanying a photo   d) name of publisher

196. PTI is a
   a) news channel   b) news portal   c) news paper   d) news agency

197. The director of the film Aparajitha
   a) Phalke   b) Mrinal Sen   c) Syam Benegal   d) Satyajith Ray
198. The Medium through which signals are sent are called
   a) Channel  b) Message  c) Space  d) Noise

199. Indesign is a
   a) video editing software  b) page making software
   c) sound editing software  d) website creating software

200. News agency which started a multilingual service.
   a) PTI  b) UNI  c) AP  d) AFP

201. The Number of newspaper copies sold
   a) Readership  b) Circulation  c) Print  d) Viewership

202. AP is a
   a) newspaper  b) news portal  c) ad agency  d) news agency

203. PR division of Kerala Government is
   a) Doordarshan  b) I&PRD  c) PIB  d) DAVP

204. Obit news is
   a) death news  b) human interest story  c) soft news  d) feature

205. Areopagatica was written by
   a) Milton  b) Keats  c) De Lolme  d) Abraham Lincon

206. Expand HBO
   a) Home Box Office  b) Hot Box Office  c) Hollywood Box Office  d) House Box Office

207. The channel run by the IT@ school Kerala
   a) Doordarshan  b) Gyan darshan  c) Sutharya Keralam  d) Victers

208. The founder of social network Facebook
   a) Mark Zuckerberg  b) Bill Gates  c) Julian Assang  d) Tim Berners-Lee

209. The newspaper in India to appoint an ombudsman.
   a) The Hindu  b) Times of India  c) Hindusthan Times  d) Indian Express

210. Akashwani was the name of the radio station in ......................
   a) Travancore  b) Mysore  c) Hyderabad  d) Kashmir

211. The first Chairman of the Press Council of India
   a) M.V. Kamath  b) LK Deshpande  c) Justice Madholkar  d) Prof MGK Menon

212. Newspaper library is called
   a) darkroom  b) backroom  c) morgue  d) reference

213. Pan is a
   a) camera scene  b) camera shot  c) camera movement  d) camera angle

214. Goenka award is constituted by the
   a) PTI  b) Journalist Union  c) Times Group  d) Express Group
215. The Malayalam newspaper which started the first online edition
   a) Malayala Manorama    b) Mathrubhumi    c) Deepika    d) Kerala Kaumudi

216. Dream weaver is a
   a) page making software    b) video editing software
   c) sound editing software    d) website creating software

217. Author of the book Mass Communication in India
   a) Uma Narula    b) B.N. Ahuja    c) Seema Hasan    d) Keval J. Kumar

218. KUWJ is
   a) News paper    b) Ad agency    c) Journalist union    d) News portal

219. The founder editor of Mathrubhumi daily
   a) M. Kesava Menon    b) K.P. Kesavamenon    c) M.D. Nalappattu    d) M.P. Veerendrakumar

220. Vidura is a journal published by
   a) PTI    b) Press Council of India    c) IIMC    d) Press Institute of India

221. The first multilingual TV Network of India
   a) ZEE    b) Jain    c) Gemini    d) SUN

222. The national film awards in India were established in the year
   a) 1950    b) 1952    c) 1954    d) 1956

223. In which year was Indian Institute of Mass communication established
   a) 1960    b) 1965    c) 1968    d) 1970

224. When was the National Film Development Corporation established
   a) 1975    b) 1982    c) 1984    d) 1986

225. The Press Council of India has________ members
   a) 25    b) 26    c) 27    d) 28

226. India made its first satellite Instructional Television Experiment (SITE) in
   a) 1972-73    b) 1975-76    c) 1980-82    d) 1985-86

227. In which country the concept of Ombudsman first adopted
   a) USA    b) Sweden    c) Britain    d) India

228. Bennet & Coleman publishes which newspaper
   a) The Hinduatan Times    b) The Times of India    c) The Tribune    d) The Hindu

229. Commercials were introduced on AIR in
   a) 1967    b) 1970    c) 1972    d) 1978

230. The TV Channel National Geographic is owned by
   a) Ted Turner Group    b) Star TV Group    c) NDTV    d) BBC
### Answer Key

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