

Journalism and Mass Communication

Ph.D entrance examination

51. The word 'communication' is derived from the Latin word 'communis' which means

- (A) to write
- (B) to speak
- (C) to share
- (D) none of these

52. What can be the medium of communication?

- (A) written
- (B) spoken
- (C) signs
- (D) all the above

53. There was a barrier to communication in the Shannon and Weaver Model, that was

- (A) psychological
- (B) personal
- (C) noise
- (D) language

54. Where did the formal radio station start in India?

- (A) Delhi
- (B) Bombay
- (C) Calcutta
- (D) Madras

55. Who invented television?

- (A) John Baird
- (B) Samuel Morse
- (C) Louis Jacques
- (D) none of them

56. Which one of the following is included in new media?

- (A) social networking sites
- (B) web advertisements
- (C) chat rooms
- (D) all of them

57. The theory of frame analysis was developed by

- (A) Erving Goffman
- (B) Samuel Huntington
- (C) F. Inglis
- (D) Carl Hovland

58. The name of the writer in the newspaper is referred to as
- (A) credits (B) dateline
(C) byline (D) none
59. The first Indian talkie is _____
- (A) The Melody of Love (B) Alam Ara
(C) Bombay Talkies (D) Amar Jyoti
60. Satyajit Ray entered the cinema through the movie _____
- (A) The lonely Wife (B) Three Daughters
(C) Distant Thunders (D) Pather Panchali
61. _____ is known as the father of advertising.
- (A) George Gallup (B) David Ogilvy
(C) Sir Martin Sorrell (D) Edward Whitehead
62. Which is the first Indian newspaper of India?
- (A) Bengal Gazette (B) The Hindu
(C) Navbharat Times (D) The Times of India
63. _____ is known as the father of public relations.
- (A) Ivy Lee (B) Thomas Jefferson
(C) Edward Bernay (D) none of them
64. _____ is a personal attempt designed to influence the government.
- (A) Lobbying (B) Publicity
(C) Merchandising (D) Human relations
65. Which among the following is/are of camera movements?
- (A) ped-up (B) pan
(C) tilt (D) all of these
66. Which among the following is/are a type of camera angle(s)?

- (A) point of view (B) bird's eye
 (C) Eye-level (D) all of these
67. _____ is the process of specifying and generating the audio elements.
 (A) Sound modelling (B) Sound design
 (C) Sound therapy (D) none of these
68. _____ is known as the patron saint of the digital revolution.
 (A) Steve Jobs (B) Marshall McLuhan
 (C) Thomas Nashe (D) Tom Wolfe
69. _____ signals from a satellite can be transmitted to any place on the earth.
 (A) Analog signal (B) Electromagnetic signal
 (C) Microwave signal (D) None of these
70. VOIP stands for _____.
 (A) Voice Over Internet Protocol (B) Visual Over Internet Protocol
 (C) Voice Over International Protocol (D) Visual Over International Protocol
71. One of the first persons to develop the concept of information society was _____ .
 (A) Fritz Machlup (B) Peter Drucker
 (C) Daniel Bell (D) Alvin Toffler
72. Which among the following is a magnitude of convergence?
 (A) industrial (B) social
 (C) technological (D) all of these
73. _____ introduced printing technology to Europe.
 (A) Bi-Sheng (B) Johannes Gutenberg
 (C) William Penn (D) None of them
74. Intervening variable is also known as _____ variable.
 (A) dependent (B) control

- (C) systematic (D) cumulative
75. A single value that represents a typical score in a distribution is known as
- (A) limited value (B) terminal factor
(C) critical value (D) central tendency
76. In the market model of media management, the audience is considered as made up of
- (A) Representatives (B) Investors
(C) Controllers (D) Consumers
77. The social responsibility model of media developed along with the growth of
- (A) mixed economies (B) capitalist societies
(C) socialist societies (D) dictatorial regimes
78. The term 'broadcasting' was borrowed from
- (A) radio (B) television
(C) agriculture (D) banking
79. "Revolution of the empowerment of the media consumer" is argued by
- (A) Denis McQuail (B) Julious Reuters
(C) Benjamin Benett (D) Richard Rosenberg
80. The country in which the print medium is growing fast in the world is
- (A) The United States (B) France
(C) Canada (D) India
81. In which type of shot the subject looks stronger, imposing and authoritative?
- (A) overhead shot (B) high angle shot
(C) eye level shot (D) low angle shot
82. Personal, real-time and customized online media with a 3-D mode are called
- (A) multi-media (B) digital media
(C) online media (D) immersive media

83. A person who does not post messages but reads what others write on an online discussion board is identified as

- (A) lurker
- (B) silent participant
- (C) jabber
- (D) sleeper-chatter

84. Placing two versions of an advertisement in the same issue of a newspaper or a magazine is known as

- (A) playback audit
- (B) intention scale
- (C) post-test
- (D) split-run test

85. Which was the newspaper that Mahatma Gandhi edited in the year 1919?

- (A) Indian Opinion
- (B) National Herald
- (C) Pioneer
- (D) Satyagrahi

86. In advertising, a document that describes the target market, budget, creative strategy and objective is known as

- (A) media profile
- (B) strategy document
- (C) media brief
- (D) audit plan

87. When public relations personnel manage news in the media, it is termed as

- (A) spin doctoring
- (B) news commitment
- (C) news control
- (D) perceived necessity

88. Ballooning is a cartoon containing

- (A) picture
- (B) text
- (C) guidelines
- (D) no information

89. When a camera pans fast to a visual's blur and steadies into a correct focus at a particular point, it is called

- (A) hand-held camera
- (B) swish pan
- (C) tilting
- (D) panning

90. How does cultural imperialism pose a threat to nationality?

- (A) by invading foreign cultures
- (B) by dominating specific cultures
- (C) by being functional in eroding local cultures
- (D) all of these

91. A major recommendation of the MacBride Commission was
- (A) centralization of media ownership (B) restriction on technology transfer
(C) democratization of media (D) higher tariff for telecommunication
92. RGB colour model is known as _____ colour model.
- (A) Additive (B) Subtractive
(C) Restrictive (D) Non-active
93. The inverted pyramid style in newspaper content is normally used for
- (A) features (B) society news
(C) editorials (D) hard news
94. Oscar awards are also known as
- (A) Gate awards (B) Humphrey awards
(C) Academy awards (D) Grammy awards
95. The total amount of light that is captured by a camera is known as
- (A) aperture (B) shutter speed
(C) focus (D) exposure
96. The originator of the phrase 'the press is the fourth estate' is
- (A) Lord Northcliffe (B) Edmund Burke
(C) Lord Macaulay (D) Rudyard Kipling
97. The medium that has the widest reach in India is
- (A) print (B) radio
(C) television (D) internet
98. The community radio concept is identified with
- (A) broadcasting (B) narrowcasting
(C) personal casting (D) podcasting
99. The term 'grapevine' is also known as

(A) downward communication

(B) informal communication

(C) upward communication

(D) horizontal communication

100. Users who use the media for their own ends are identified as

(A) passive audience

(B) active audience

(C) positive audience

(D) negative audience

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Ph.D. (Journalism and Mass Communication)

51. C

52. D

53. C

54. B

55. A

56. D

57. A

58. C

59. B

60. D

61. B

62. A

63. C

64. A

65. D

66. D

67. B

68. B

69. B

70. A

71. A

72. D

73. B

74. B

75. D

76. D

77. A

78. C

79. B

80. D

81. D

82. D

83. A

84. D

85. A

86. C

87. A

88. B

89. B

90. D

91. C

92. A

93. D

94. C

95. D

96. C

97. B

98. B

99. B

100. B