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Paper:	MASS MEDIA STUDIES
Set Name:	SET 04
Exam Date:	24 Aug 2022
Exam Shift:	1
Langauge:	English

Section:	MASS MEDIA STUDIES
Item No:	1
Question ID:	**541601**
Question Type:	MCQ
Question:	What is the full form of USP?
A:	Unique Selling Purchase
B:	Unique Selling Proposition
C:	Ultimate Selling Print
D:	Ultra Selling Preposition

Section:	MASS MEDIA STUDIES
Item No:	2
Question ID:	**541602**
Question Type:	MCQ
Question:	From the mass media listed below, which one has the highest credibility?
A:	Newspapers
B:	Television
C:	Radio
D:	Magazines

Section:	MASS MEDIA STUDIES
Item No:	3
Question ID:	**541603**
Question Type:	MCQ
Question:	What is shooting ratio?
A:	It is the ratio of the finally finished length of the film to that is actually shot.
B:	It is the budget to be spent on the principal creative element.
C:	It is the extra allowance added to the production budget to cover unexpected expenses.
D:	It is the shooting schedule, planning of all requirements.

Section:	MASS MEDIA STUDIES
Item No:	4
Question ID:	**541604**
Question Type:	MCQ
	Arrange the following in a chronological order starting from the first, in the year they were launched in India.

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Question:	A. Doordarshan B. Colour TV C. Satellite TV D. All India Radio E. Prasar Bharti Choose the correct answer from the options given below:
A:	B, D, A, E, C
B:	A, E, C, D, B
C:	D, A, B, C, E
D:	C, E, D, A, B

Section:	MASS MEDIA STUDIES
Item No:	5
Question ID:	**541605**
Question Type:	MCQ
Question:	Which of the following statements about a radio script are correct? A. It should be in a conversational language B. It should avoid technical jargons C. It should avoid active voice D. It should be capable of creating imageries in the minds of people Choose the correct answer from the options given below:
A:	A, B, D only
B:	A, B, C only
C:	B, C, D only
D:	A, C, D only

Section:	MASS MEDIA STUDIES
Item No:	6
Question ID:	**541606**
Question Type:	MCQ
Question:	Professional Y adds new sound effects, creating them in a studio using material of everyday use for film production. Identify the type of artist he is:
A:	Sync artist
B:	Foley artist
C:	Music artist
D:	Audio artist

Section:	MASS MEDIA STUDIES
Item No:	7
Question ID:	**541607**
Question Type:	MCQ
Question:	Why are tribal people represented in a certain way irrespective of their rich culture?
A:	This is the reality
B:	It helps the audience to make a snapshot judgment about them

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C:	To bank on their emotional quotient
D:	Because it is one of the key constructs in sociology

Section:	MASS MEDIA STUDIES
Item No:	8
Question ID:	**541608**
Question Type:	MCQ
Question:	Company X is doing its market research on the basis of age, gender, occupation and education. Which type of market segmentation are they trying to study to identify their potential customers?
A:	Geographic segmentation
B:	Behaviourstic segmentation
C:	Demographic segmentation
D:	Psychographic segmentation

Section:	MASS MEDIA STUDIES
Item No:	9
Question ID:	**541609**
Question Type:	MCQ
Question:	Which of the following statements with respect to a reporter are correct? A. He/she should have good language skills. B. He/she should not report on accidents. C. He/she should have a nose for news. D. He/she should check accuracy of his/her reports. Choose the correct answer from the options given below:
A:	A, C, D only
B:	A, B, C only
C:	A, B, D only
D:	B, C, D only

Section:	MASS MEDIA STUDIES
Item No:	10
Question ID:	**5416010**
Question Type:	MCQ
Question:	Which of the following is a journalistic ethic?
A:	Fake news
B:	Sting operation
C:	Accuracy
D:	Partisan reporting

Section:	MASS MEDIA STUDIES
Item No:	11
Question ID:	**5416011**
Question Type:	MCQ
Question:	Which of the following statements are correct?

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Question:	Which of the following statements are correct? A. Radio is an affordable and cheap medium. B. Radio messages are ephemeral. C. Radio is used for visual messages. D. Radio is an aural medium. E. The reach of radio is spread to rural areas. Choose the correct answer from the options given below:
A:	A, B, D, E only
B:	A, B, C, D only
C:	A, B, C, E only
D:	A, C, D, E only

Section:	MASS MEDIA STUDIES
Item No:	12
Question ID:	**5416012**
Question Type:	MCQ
Question:	Identify a trait which a Radio Jockey does not have:
A:	He/she is an influencer
B:	He/she has voice clarity
C:	He/she should be an extrovert
D:	He/she has a fear of public speaking

Section:	MASS MEDIA STUDIES
Item No:	13
Question ID:	**5416013**
Question Type:	MCQ
Question:	Disadvantage of magazine advertising is: A. Better visual quality B. Longer shelf life C. Easy and smooth reading D. Premium page quality E. High cost Choose the correct answer from the options given below:
A:	A only
B:	E only
C:	B and D only
D:	D only

Section:	MASS MEDIA STUDIES
Item No:	14
Question ID:	**5416014**
Question Type:	MCQ
Question:	This particular type of advertising focuses on philanthropic activities mostly concerning social or political issues. These are brought out by NGO's or a group of like-minded people who wish to initiate a communication to expose the issue. Identify the type of advertising.
A:	Advocacy advertising

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B:	PSA
C:	Social advertising
D:	Political advertising

Section:	MASS MEDIA STUDIES
Item No:	15
Question ID:	**5416015**
Question Type:	MCQ
Question:	Who is the author of 'Public Opinion'?
A:	Lionel Fieldon
B:	Walter Lippmann
C:	Lumeire Bros
D:	Satyajit Ray

Section:	MASS MEDIA STUDIES
Item No:	16
Question ID:	**5416016**
Question Type:	MCQ
Question:	Digital convergence includes:-
A:	Podcasting videos
B:	Mall activations
C:	Exhibitions
D:	Transit advertising

Section:	MASS MEDIA STUDIES
Item No:	17
Question ID:	**5416017**
Question Type:	MCQ
Question:	Match List I with list II. **List I** A. Prabhat Studio B. Bombay Talkies C. New Theatre D. Modern Theatres Studios **List II** I. Salem II. Pune III. Mumbai IV. Kolkata Choose the correct answer from the options given below:
A:	A - I, B – II, C – IV, D – III
B:	A – II, B – III, C – IV, D - I
C:	A – I, B – III, C – II, D - IV
D:	A – II, B – IV, C – III, D – I

Section:	MASS MEDIA STUDIES
Item No:	18
Question ID:	**5416018**

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Question Type:	MCQ
Question:	Which element is not part of the pre-shooting stage?
A:	Budgeting the project
B:	Casting actors
C:	Script writing
D:	Editing

Section:	MASS MEDIA STUDIES
Item No:	19
Question ID:	**5416019**
Question Type:	MCQ
Question:	This advertising helps consumers to remember the brand/product through endorser and brand association in movies/soap operas. Identify the type of advertising.
A:	Institutional advertising
B:	Product advertising
C:	Advocacy advertising
D:	Covert advertising

Section:	MASS MEDIA STUDIES
Item No:	20
Question ID:	**5416020**
Question Type:	MCQ
Question:	"Post production transforms thousands of feet of raw footage into a finished film." Identify the correct sequence of the process. A. Picture negative B. Assembling and sequencing of rushes C. Rough cut followed by final cut D. Exposed film E. Rushes Choose the correct answer from the options given below:
A:	A, B, C, D, E
B:	B, C, A, D, E
C:	D, A, E, B, C
D:	E, D, C, B, A

Section:	MASS MEDIA STUDIES
Item No:	21
Question ID:	**5416021**
Question Type:	MCQ
Question:	Which of the following is NOT an editing software for movies?
A:	Filmora
B:	Final cut pro
C:	Avid
D:	Adobe photoshop

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Section:	MASS MEDIA STUDIES
Item No:	22
Question ID:	**5416022**
Question Type:	MCQ
Question:	A Director comes to know the faults in scenes through:
A:	Rushes
B:	Call sheets
C:	Shooting ratio
D:	Checklist

Section:	MASS MEDIA STUDIES
Item No:	23
Question ID:	**5416023**
Question Type:	MCQ
Question:	Under the category of cross promotion, identify the odd one out:-
A:	Ariel with LG washing machine
B:	Domino's Pizza with Pepsi
C:	Coffee with Dunkin Donuts
D:	Rin with Tide

Section:	MASS MEDIA STUDIES
Item No:	24
Question ID:	**5416024**
Question Type:	MCQ
Question:	A Reader's Editor:
A:	Edits the lead story on the editorial page
B:	Writes editorials
C:	Writes investigative news stories
D:	Arbitrates complaints

Section:	MASS MEDIA STUDIES
Item No:	25
Question ID:	**5416025**
Question Type:	MCQ
Question:	Market Segmentation includes: A. Demographic segmentation B. Psychographic segmentation C. Geographic segmentation D. Behaviouristic segmentation E. Psychological segmentation Choose the correct answer from the options given below:
A:	A, B, C and D only
B:	A, B, D and E only

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C:	A, B, and C only
D:	C, D and E only

Section:	MASS MEDIA STUDIES
Item No:	26
Question ID:	**5416026**
Question Type:	MCQ
Question:	According to Majid Tehranian, the three mega-trends of the 21st century are: A. Social, Economic and Political B. Socialism, Culturalism and Regionalism C. Globalization, Liberalization and Democratization D. Socialization, Sanskritization and Democratization E. Regionalization, Globalization and Democratization Choose the correct answer from the options given below:
A:	A and E only
B:	B and C only
C:	E only
D:	D only

Section:	MASS MEDIA STUDIES
Item No:	27
Question ID:	**5416027**
Question Type:	MCQ
Question:	From the following statements, which statement is 'false' about Dada Saheb Phalke?
A:	He is the creator of the first feature film in India
B:	He used special effects in his films
C:	He cast female actors in his first film 'Raja Harishchandra'
D:	He trained his own wife Sarawasti Phalke in lab techniques

Section:	MASS MEDIA STUDIES
Item No:	28
Question ID:	**5416028**
Question Type:	MCQ
Question:	Amartya Sen believed that: A. Democracy and associated political freedom are significant parts of human freedom. B. Democracy enhances political attention that weaker people get. C. In democracy, formation of values and priorities take place through public discussions and representative participation. D. For a successful functioning of democracy, the average man be well informed. E. Globalization and regionalization are proceeding rapidly by technical progress. However, democratization is lagging behind. Choose the correct answer from the options given below:
A:	A, B and C only
B:	D only

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C:	E only
D:	A and B only

Section:	MASS MEDIA STUDIES
Item No:	29
Question ID:	**5416029**
Question Type:	MCQ
Question:	Match List I with list II. **List I** / **List II** A. Spoken word format — I. Musical magazine B. Music format — II. Discussions C. News Bulletins — III. 15 min duration, 'spot' reports, speeches D. News reels — IV. Put out by AIR almost almost every hour of the day. Major bulletins are for 15 mins. Choose the correct answer from the options given below:
A:	A - II, B – I, C – IV, D – III
B:	A – I, B – II, C – III, D - IV
C:	A – IV, B – III, C – II, D - I
D:	A – III, B – I, C – IV, D – II

Section:	MASS MEDIA STUDIES
Item No:	30
Question ID:	**5416030**
Question Type:	MCQ
Question:	Match List I with list II. **List I** / **List II** A. Action — I. Finding Nemo B. Gangster — II. Avatar C. Science Fiction — III. Godfather D. Animation — IV. Terminator Choose the correct answer from the options given below:
A:	A - IV, B – III, C – II, D – I
B:	A – III, B – II, C – I, D - IV
C:	A – IV, B – III, C – I, D - II
D:	A – II, B – III, C – II, D – I

Section:	MASS MEDIA STUDIES
Item No:	31
Question ID:	**5416031**
Question Type:	MCQ
	Arrange the following projects in a chronological order starting from the first educational program on Indian Television.

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Question:	A. Satellite Instructional Television Experiment B. Secondary School Television Project C. Gyan Darshan Educational Channel D. Indian National Satellite Project E. Delhi Agriculture Television Choose the correct answer from the options given below:
A:	A, E, C, D, B
B:	B, C, D, E, A
C:	C, B, D, A, E
D:	B, E, A, D, C

Section:	MASS MEDIA STUDIES
Item No:	32
Question ID:	**5416032**
Question Type:	MCQ
Question:	What is the full form of URL?
A:	United Resource Locator
B:	Uniform Resource Locator
C:	Urban Resource Limited
D:	Uniform Resource Limited

Section:	MASS MEDIA STUDIES
Item No:	33
Question ID:	**5416033**
Question Type:	MCQ
Question:	An extra allowance is added to the production budget to cover unexpected expenses. It is at least 10% of the decided budget. What kind of budget is this?
A:	Contingency budget
B:	Above the line budget
C:	Below the line budget
D:	Annual movie budget

Section:	MASS MEDIA STUDIES
Item No:	34
Question ID:	**5416034**
Question Type:	MCQ
Question:	"Fake news" is a news story that is false, the story itself is fabricated, with no verifiable facts, sources or quotes. Which one word from the following is opposite to 'Fake news'?
A:	Misinformation
B:	Disinformation
C:	Unadulterated truth
D:	Propaganda

Section:	MASS MEDIA STUDIES

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Item No:	35
Question ID:	**5416035**
Question Type:	MCQ
Question:	Match List I with list II. **List I** / **List II** A. Foley effects — I. Background sound effects B. Clapper board — II. Used to plan your sets, actor movements, camera angles and narrative flow C. Story boarding — III. Instant access to any clip of the project at any time in any order D. Non-Linear editing — IV. This is used to mark various scenes and takes as they are filmed and audio recorded Choose the correct answer from the options given below:
A:	A - I, B – II, C – III, D – IV
B:	A – IV, B – III, C – II, D - I
C:	A – II, B – I, C – IV, D - III
D:	A – I, B – IV, C – II, D – III

Section:	MASS MEDIA STUDIES
Item No:	36
Question ID:	**5416036**
Question Type:	MCQ
Question:	Under the category of file formats, pick out the wrong option:
A:	GIFS
B:	JPEGS
C:	PNG
D:	HTML

Section:	MASS MEDIA STUDIES
Item No:	37
Question ID:	**5416037**
Question Type:	MCQ
Question:	Form, specifications, conditions, look, appearance, packaging is defined by which section?
A:	R and D section
B:	Ideation section
C:	Packaging section
D:	Designing section

Section:	MASS MEDIA STUDIES
Item No:	38
Question ID:	**5416038**
Question Type:	MCQ

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Question:	Parallel Cinema originated in which state of India?
A:	West Bengal
B:	Maharashtra
C:	Karnataka
D:	Gujarat

Section:	MASS MEDIA STUDIES
Item No:	39
Question ID:	**5416039**
Question Type:	MCQ
Question:	Arrange the following mediums in a chronological order from their launch in India starting from the first. A. Radio B. Television C. Social Media D. Cinema E. Newspapers Choose the correct answer from the options given below:
A:	A, D, E, C, B
B:	D, A, E, B, C
C:	E, D, A, B, C
D:	E, A, D, B, C

Section:	MASS MEDIA STUDIES
Item No:	40
Question ID:	**5416040**
Question Type:	MCQ
Question:	Match List I with list II. **List I** / **List II** A. The PROTOCOL of this URL is in grey — I. FAMILY B. The domain of this URL is in black — II. WEB PAGE – entry 1. html C. The PATH of this URL is in blue — III. PATH D. The FILE of this URL is in green. — IV. HTTP Choose the correct answer from the options given below:
A:	A - I, B – II, C – III, D – IV
B:	A – IV, B – I, C – III, D - II
C:	A – IV, B – III, C – II, D - I
D:	A – II, B – IV, C – III, D – I

Section:	MASS MEDIA STUDIES
Item No:	41
Question ID:	**5416041**

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Question Type:	MCQ
Passage:	**Instructions: Read the passage carefully and answer the questions.** Voltas is a visible brand in the Air Conditioner Market. During the pandemic, the company decided to launch a new product which is a 2 in 1 product. It is cooler cum AC. This product comes with the benefit of 2 in 1 feature and consumes very less units as compared to other brands. Voltas is a well known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating a buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.
Question:	Voltas will approach which advertising department to create identity of new product?
A:	Creative department
B:	Research and Development department
C:	Media planning and buying department
D:	Administrative department

Section:	MASS MEDIA STUDIES
Item No:	42
Question ID:	**5416042**
Question Type:	MCQ
Passage:	**Instructions: Read the passage carefully and answer the questions.** Voltas is a visible brand in the Air Conditioner Market. During the pandemic, the company decided to launch a new product which is a 2 in 1 product. It is cooler cum AC. This product comes with the benefit of 2 in 1 feature and consumes very less units as compared to other brands. Voltas is a well known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating a buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.
Question:	What kind of advertising is done by Voltas to advertise a new product in the market?
A:	Aggressive campaigning
B:	Co-operative advertising
C:	Cross promotion
D:	Speciality advertising

Section:	MASS MEDIA STUDIES
Item No:	43
Question ID:	**5416043**
Question Type:	MCQ
	Instructions: Read the passage carefully and answer the questions. Voltas is a visible brand in the Air Conditioner Market. During the pandemic, the company decided to launch a new product which is a 2 in 1 product. It is cooler cum AC. This product comes with the benefit of 2 in 1 feature and consumes very less units as compared to other brands.

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Passage:	Voltas is a well known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating a buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.
Question:	Consuming "very less units" is part of _____.
A:	Advertising
B:	Public relations
C:	USP
D:	Lobbying

Section:	MASS MEDIA STUDIES
Item No:	44
Question ID:	**5416044**
Question Type:	MCQ
Passage:	**Instructions: Read the passage carefully and answer the questions.** Voltas is a visible brand in the Air Conditioner Market. During the pandemic, the company decided to launch a new product which is a 2 in 1 product. It is cooler cum AC. This product comes with the benefit of 2 in 1 feature and consumes very less units as compared to other brands. Voltas is a well known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating a buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.
Question:	Identify the form of advertising which works for better 'Image building' for the brand/company?
A:	Institutional advertising
B:	Co-operating advertising
C:	Direct mail
D:	Over the top advertising

Section:	MASS MEDIA STUDIES
Item No:	45
Question ID:	**5416045**
Question Type:	MCQ
Passage:	**Instructions: Read the passage carefully and answer the questions.** Voltas is a visible brand in the Air Conditioner Market. During the pandemic, the company decided to launch a new product which is a 2 in 1 product. It is cooler cum AC. This product comes with the benefit of 2 in 1 feature and consumes very less units as compared to other brands. Voltas is a well known brand in the market and now trying to launch a different product in the same category. They have planned a 360 degree approach of marketing and advertising. They have also contributed a lot towards society by creating a buzz in the market about the issues which are prevalent. They are sensitizing society through their ads and also creating a positive brand/company image.
Question:	Which kind of advertising is done to sensitize consumers about the social evils and how to eradicate them?

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A:	Public service advertising
B:	Product advertising
C:	Informational advertising
D:	Speciality advertising

Section:	MASS MEDIA STUDIES
Item No:	46
Question ID:	**5416046**
Question Type:	MCQ
Passage:	**Instructions: Read the passage carefully and answer the questions.** Radio programmes can be classified into two broad groups:- 1. Spoken word programmes which includes news, bulletins, talks, discussions, interviews etc. 2. Music programmes includes disc jockey programmes, 'count down' shows, musical performance of all types and variety programmes called magazine programmes. Radio is incomplete without presenters. Presenters and their style of delivery can be crucial elements in determining the success of a programme. Factors associated with presentation include clarity of speech, source credibility, role models, humourous attitude, inquisitive and flexibility. There are few principles which focus more on radio scripting. Script should include "write for whom", "imagination", using of relevant facts, Think it, say it, write it and KISS formula. Most common and famous radio formats are radio talks and music programs.
Question:	Identify the odd one out:
A:	News bulletins
B:	Talks
C:	Interviews
D:	Music programs

Section:	MASS MEDIA STUDIES
Item No:	47
Question ID:	**5416047**
Question Type:	MCQ
Passage:	**Instructions: Read the passage carefully and answer the questions.** Radio programmes can be classified into two broad groups:- 1. Spoken word programmes which includes news, bulletins, talks, discussions, interviews etc. 2. Music programmes includes disc jockey programmes, 'count down' shows, musical performance of all types and variety programmes called magazine programmes. Radio is incomplete without presenters. Presenters and their style of delivery can be crucial elements in determining the success of a programme. Factors associated with presentation include clarity of speech, source credibility, role models, humourous attitude, inquisitive and flexibility. There are few principles which focus more on radio scripting. Script should include "write for whom", "imagination", using of relevant facts, Think it, say it, write it and KISS formula.

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	Most common and famous radio formats are radio talks and music programs.
Question:	Presenter should not be _____.
A:	Humourous
B:	Inquisitive
C:	Flexible
D:	Rigid

Section:	MASS MEDIA STUDIES
Item No:	48
Question ID:	**5416048**
Question Type:	MCQ
Passage:	**Instructions: Read the passage carefully and answer the questions.** Radio programmes can be classified into two broad groups:- 1. Spoken word programmes which includes news, bulletins, talks, discussions, interviews etc. 2. Music programmes includes disc jockey programmes, 'count down' shows, musical performance of all types and variety programmes called magazine programmes. Radio is incomplete without presenters. Presenters and their style of delivery can be crucial elements in determining the success of a programme. Factors associated with presentation include clarity of speech, source credibility, role models, humourous attitude, inquisitive and flexibility. There are few principles which focus more on radio scripting. Script should include "write for whom", "imagination", using of relevant facts, Think it, say it, write it and KISS formula. Most common and famous radio formats are radio talks and music programs.
Question:	Script should be:
A:	Imaginative
B:	Repetitive
C:	Monotonous
D:	Lengthy

Section:	MASS MEDIA STUDIES
Item No:	49
Question ID:	**5416049**
Question Type:	MCQ
Passage:	**Instructions: Read the passage carefully and answer the questions.** Radio programmes can be classified into two broad groups:- 1. Spoken word programmes which includes news, bulletins, talks, discussions, interviews etc. 2. Music programmes includes disc jockey programmes, 'count down' shows, musical performance of all types and variety programmes called magazine programmes. Radio is incomplete without presenters. Presenters and their style of delivery can be crucial elements in determining the success of a programme. Factors associated with presentation include clarity of speech, source credibility, role models, humourous attitude, inquisitive and flexibility.

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	There are few principles which focus more on radio scripting. Script should include “write for whom”, “imagination”, using of relevant facts, Think it, say it, write it and KISS formula. Most common and famous radio formats are radio talks and music programs.
Question:	KISS formula is used for:
A:	Writing news reports
B:	Designing logos
C:	Writing radio scripts
D:	Editing images

Section:	MASS MEDIA STUDIES
Item No:	50
Question ID:	**5416050**
Question Type:	MCQ
Passage:	**Instructions: Read the passage carefully and answer the questions.** Radio programmes can be classified into two broad groups:- 1. Spoken word programmes which includes news, bulletins, talks, discussions, interviews etc. 2. Music programmes includes disc jockey programmes, ‘count down’ shows, musical performance of all types and variety programmes called magazine programmes. Radio is incomplete without presenters. Presenters and their style of delivery can be crucial elements in determining the success of a programme. Factors associated with presentation include clarity of speech, source credibility, role models, humourous attitude, inquisitive and flexibility. There are few principles which focus more on radio scripting. Script should include “write for whom”, “imagination”, using of relevant facts, Think it, say it, write it and KISS formula. Most common and famous radio formats are radio talks and music programs.
Question:	Which is the most common format in radio?
A:	News reels
B:	Radio feature
C:	Radio talks
D:	Radio plays

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