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Mass Media

Group Number :	11
Group Id :	46419938
Group Maximum Duration :	45
Group Minimum Duration :	45
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	200

Mass Media

Section Id :	46419946
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	50
Number of Questions to be attempted :	40
Section Marks :	200
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	464199129
Question Shuffling Allowed :	Yes

Question Number : 501 Question Id : 4641992005 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

An advertisement, message, or public communication regarding economic, political, or social issue is called _____.

(1) comparative advertising
(2) advocacy
(3) informational advertising
(4) competitive advertising

Question Number : 502 Question Id : 4641992006 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Which of these statements characterise media literacy :

(A) It is the ability to evaluate news sources
(B) It builds essential skills of inquiry and self-expression
(C) It helps in understanding the role of media in society
(D) It is the proficiency in various film editing software's

Choose the **correct** answer from the options given below :

(1) (A), (B) and (C) only
(2) (B), (C) and (D) only
(3) (A), (C) and (D) only
(4) (A), (B) and (D) only

Question Number : 503 Question Id : 4641992007 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Identify the right order of the process of communication :

(A) Feedback

(B) Message

(C) Sender

(D) Receiver

Choose the **correct** answer from the options given below :

(1) (A), (B), (C), (D)

(2) (A), (C), (B), (D)

(3) (B), (A), (D), (C)

(4) (C), (B), (D), (A)

Question Number : 504 Question Id : 4641992008 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Who is the CEO of the AI start-up, OpenAI ?

(1) Arvind Srinivas

(2) Elon Musk

(3) Sam Altman

(4) Sundar Pichai

Question Number : 505 Question Id : 4641992009 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Who among these is known as the 'Father of advertising' ?

(1) Walter Cronkite

(2) Paul Samuelson

(3) David Ogilvy

(4) Edward Debono

Question Number : 506 Question Id : 4641992010 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Match **List-I** with **List-II** :

	List-I (Television Channel)		**List-II (Type)**
(A)	Doordarshan	(I)	International
(B)	Aaj Tak	(II)	Conglomerate
(C)	BBC	(III)	Government
(D)	Sony	(IV)	Private

Choose the **correct** answer from the options given below :

(1) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)

(2) (A)-(I), (B)-(III), (C)-(II), (D)-(IV)

(3) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)

(4) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

Question Number : 507 Question Id : 4641992011 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Match **List-I** with **List-II** :

	List-I (Publications)		**List-II (Editors)**
(A)	Bengal Gazette	(I)	James Augustus Hicky
(B)	Mirat-ul-Akhbar	(II)	Raja Ram Mohan Roy
(C)	Rast Goftar	(III)	Dadabhai Naoroji
(D)	Young India	(IV)	M. K. Gandhi

Choose the **correct** answer from the options given below :

(1) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
(2) (A)-(I), (B)-(III), (C)-(II), (D)-(IV)
(3) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)
(4) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

Question Number : 508 Question Id : 4641992012 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Who among these was the director of the film, 'Do Beegha Zameen' ?

(1) Mrinal Sen
(2) Ritvik Ghatak
(3) Bimal Roy
(4) P. C. Barua

Question Number : 509 Question Id : 4641992013 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

When is the communication process considered complete ?

(1) When the sender transmits the message
(2) When the message enters the channel
(3) When the message leaves the channel
(4) When the receiver understands the message

Question Number : 510 Question Id : 4641992014 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Who among these is the editor of 'The Indian Express' newspaper ?

(1) Jaideep Bose
(2) Shekhar Gupta
(3) Raj Kamal Jha
(4) Sanjay Gupta

Question Number : 511 Question Id : 4641992015 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

A 'stereotype' is _____.

(1) a printing technique
(2) a type of a mass media
(3) forming beliefs about a certain group
(4) to insult someone

Question Number : 512 Question Id : 4641992016 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Who directed the movie, Manthan ?
(1) Satyajit Ray
(2) Shyam Benegal
(3) K. Asif
(4) Govind Nihalani

Question Number : 513 Question Id : 4641992017 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

USP stands for _____ .
(1) Unique Sales Product
(2) Unique Sell Product
(3) Unique Selling Point
(4) Unique Sales Promotion

Question Number : 514 Question Id : 4641992018 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Which of these is also known as 'Speciality advertising' ?
(1) Covert Advertising
(2) Merchandise
(3) Celebrity Endorsement
(4) Institutional Advertising

Question Number : 515 Question Id : 4641992019 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Match **List-I** with **List-II** :

	List-I (Contribution)		**List-II (Personality)**
(A)	Filmmaker	(I)	V. S. Naipaul
(B)	Author	(II)	Amartya Sen
(C)	Invented Phonograph	(III)	Majid Majidi
(D)	Economist	(IV)	Thomas Edison

Choose the **correct** answer from the options given below :
(1) (A)-(IV), (B)-(II), (C)-(III), (D)-(I)
(2) (A)-(I), (B)-(III), (C)-(IV), (D)-(II)
(3) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)
(4) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)

Question Number : 516 Question Id : 4641992020 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Arrange these steps of pre-shooting stage in correct order :
(A) Casting actors
(B) Acquiring finance
(C) Writing a script
(D) Planning a time schedule
Choose the **correct** answer from the options given below :
(1) (A), (B), (C), (D)
(2) (C), (B), (A), (D)
(3) (B), (A), (D), (C)
(4) (B), (C), (D), (A)

Question Number : 517 Question Id : 4641992021 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Match **List-I** with **List-II** :

	List-I (Social Media Platform)		**List-II (Features)**
(A)	X (Twitter)	(I)	Professional networking
(B)	Snapchat	(II)	Reels
(C)	LinkedIn	(III)	Microblogging
(D)	Instagram	(IV)	Pictures sharing

Choose the **correct** answer from the options given below :

(1) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)

(2) (A)-(I), (B)-(III), (C)-(II), (D)-(IV)

(3) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)

(4) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

Question Number : 518 Question Id : 4641992022 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Arrange these movies chronologically, according to their release year :

(A) Neecha Nagar

(B) Alam Ara

(C) Ardh Satya

(D) Bandit Queen

Choose the **correct** answer from the options given below :

(1) (A), (B), (C), (D)

(2) (A), (C), (B), (D)

(3) (B), (A), (C), (D)

(4) (C), (B), (D), (A)

Question Number : 519 Question Id : 4641992023 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Communication with oneself is called :

(1) Intrapersonal Communication

(2) Interpersonal Communication

(3) Group Communication

(4) Mass Communication

Question Number : 520 Question Id : 4641992024 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Identify the correct order of pages in a daily newspaper -

(A) Sports Page

(B) Op-ed Page

(C) City Page

(D) Editorial Page

Choose the **correct** answer from the options given below :

(1) (A), (B), (C), (D)

(2) (A), (C), (B), (D)

(3) (B), (A), (D), (C)

(4) (C), (D), (B), (A)

Question Number : 521 Question Id : 4641992025 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Which of the following media is non-linear ?

(1) Print media

(2) Radio

(3) Television

(4) Social media

Question Number : 522 Question Id : 4641992026 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Which of the following shot is suitable to capture emotions and facial expressions in detail ?

(1) Close-up shot

(2) Long shot

(3) Wide shot

(4) Mid shot

Question Number : 523 Question Id : 4641992027 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Advertisement of a Tour and Travel agency, whose target audience is young adults, shall use which form of media to catch maximum eyeballs ?

(1) Newspaper

(2) Radio

(3) Periodicals

(4) Social media

Question Number : 524 Question Id : 4641992028 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

What is Cooperative Advertising ?

(A) Establishing a relationship between a product and its potential consumers

(B) Generating and transmitting short and precise messages regarding a cause or a problem

(C) A system that allows two parties to share advertising costs

(D) Advertising that compares one brand directly or indirectly with one or more competing brands

Which of the options given above is **correct** :

(1) (A) and (D) only

(2) (B) and (C) only

(3) (C) only

(4) (C) and (D) only

Question Number : 525 Question Id : 4641992029 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

While writing a radio script, what should be kept in mind ?

(A) Write simple sentences

(B) Understand the subject and primary audience

(C) Know the intended duration

(D) Use literary words

Which of the options given above is **correct** :

(1) (A), (B) and (C) only

(2) (A), (B) and (D) only

(3) (B), (C) and (D) only

(4) (A), (C) and (D) only

Question Number : 526 Question Id : 4641992030 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Which of the following is not considered an ethical journalism practice ?

(1) Sting Operations

(2) Investigative Journalism

(3) Political Journalism

(4) Fashion Journalism

Question Number : 527 Question Id : 4641992031 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

What does the cyber security protect ?

(1) Traffic Violations

(2) Intellectual Property Rights

(3) Internet connected systems

(4) Verbal altercation

Question Number : 528 Question Id : 4641992032 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Which of the following is NOT a 'netiquette' ?

(1) Identification of oneself

(2) Stalking

(3) Appropriate language

(4) Taking care of other's privacy

Question Number : 529 Question Id : 4641992033 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Match **List-I** with **List-II** :

	List-I (Content)		**List-II (Genre)**
(A)	Gender sensitisation programmes	(I)	Sensational news
(B)	Cookery shows	(II)	Informative
(C)	Comedy shows	(III)	Entertaining
(D)	Sting operation	(IV)	Educational

Choose the **correct** answer from the options given below :

(1) (A)-(I), (B)-(III), (C)-(II), (D)-(IV)

(2) (A)-(IV), (B)-(II), (C)-(III), (D)-(I)

(3) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)

(4) (A)-(II), (B)-(IV), (C)-(I), (D)-(III)

Question Number : 530 Question Id : 4641992034 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Identify the **correct** sequence of following stages in an advertising campaign :

(A) Brief to the client

(B) Promotion

(C) Media Planning

(D) Research

(1) (A), (B), (D), (C)

(2) (D), (A), (C), (B)

(3) (B), (A), (D), (C)

(4) (C), (B), (D), (A)

Question Number : 531 Question Id : 4641992035 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

What do you understand by the term TRP ?

(1) Television Rating Points

(2) Traffic Rating Points

(3) Television Ranking Points

(4) Television Reference Purpose

Question Number : 532 Question Id : 4641992036 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Which among these is not a film genre ?

(1) Eastern

(2) Action

(3) Western

(4) Drama

Question Number : 533 Question Id : 4641992037 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Which of these characteristic(s) define journalism ?

(1) Entertaining the audience

(2) Collecting, analysing, verifying, and presenting information

(3) Public service announcements

(4) Advocacy for business concerns

Question Number : 534 Question Id : 4641992038 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

A radio presenter should avoid the use of _____.

(1) active voice

(2) jargons

(3) simple sentences

(4) conversational language

Question Number : 535 Question Id : 4641992039 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Identify the brand associated with this tagline-

'JUST DO IT'

(1) Adidas

(2) Reebok

(3) Nike

(4) Puma

Question Number : 536 Question Id : 4641992040 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

Radio broadcasting first started in which of the two cities of India ?

(1) Delhi and Bombay

(2) Bombay and Calcutta

(3) Delhi and Calcutta

(4) Calcutta and Chennai

Question Number : 537 Question Id : 4641992041 Question Type : MCQ Option Shuffling : No Correct Marks : 5 Wrong Marks : 1

A series of rough sketches which helps in visualising and organising camera treatment is called :

(1) Rough cut
(2) Call sheet
(3) Story board
(4) Recce

Question Number : 538 Question Id : 4641992042 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

What does the term "public media" refer to ?

(1) Privately owned
(2) Serving masses
(3) Individual expression
(4) Inaccessible

Question Number : 539 Question Id : 4641992043 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Which of these is an Indian News Agency ?

(1) Reuters
(2) PTI
(3) AFP
(4) AP

Question Number : 540 Question Id : 4641992044 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Which among these is a news writing format ?

(1) Inverted glass
(2) Cylindrical
(3) Inverted Pyramid
(4) Pyramid

Sub-Section Number : 2
Sub-Section Id : 464199130
Question Shuffling Allowed : No

Question Number : 541 Question Id : 4641992045 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Advertising Trends

Read the passage and answer the question that follow/s :

Like most areas of marketing, advertising is changing rapidly. New forms of media available are blurring the distinction between different avenues. Convergence of different media is giving rise to an advertising convergence. The convergence of television and internet opens many potential opportunities for marketers to target customers in ways not available with traditional television advertising. Even the print is merging into web. However, these new media forms have limited reach as they are technology intensive and not affordable for everyone. The Internet has become new hub for the ICE age[information, Communication, Entertainment]. Podcasting Audio-Podcasting Video-RSS Feeds-Networked Gaming-may offer themselves as major outlets for advertising in the near future. The game of old plus new goes on and the marketers must stay informed of new developments and understand how their customers are using these in ways that may offer advertising opportunities.

What limitation is associated with using New Media ?

(1) Limited reach
(2) Low production costs
(3) Less brand associations
(4) Low visual impact

Question Number : 542 Question Id : 4641992046 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Advertising Trends

Read the passage and answer the question that follow/s :

Like most areas of marketing, advertising is changing rapidly. New forms of media available are blurring the distinction between different avenues. Convergence of different media is giving rise to an advertising convergence. The convergence of television and internet opens many potential opportunities for marketers to target customers in ways not available with traditional television advertising. Even the print is merging into web. However, these new media forms have limited reach as they are technology intensive and not affordable for everyone. The Internet has become new hub for the ICE age[information, Communication, Entertainment]. Podcasting Audio-Podcasting Video-RSS Feeds-Networked Gaming-may offer themselves as major outlets for advertising in the near future. The game of old plus new goes on and the marketers must stay informed of new developments and understand how their customers are using these in ways that may offer advertising opportunities.

What advertising trend is mentioned in the passage regarding digital convergence ?

(1) Traditional media dominance
(2) Decreased reliance on the internet
(3) Convergence of television and internet
(4) RSS feeds

Question Number : 543 Question Id : 4641992047 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Advertising Trends

Read the passage and answer the question that follow/s :

Like most areas of marketing, advertising is changing rapidly. New forms of media available are blurring the distinction between different avenues. Convergence of different media is giving rise to an advertising convergence. The convergence of television and internet opens many potential opportunities for marketers to target customers in ways not available with traditional television advertising. Even the print is merging into web. However, these new media forms have limited reach as they are technology intensive and not affordable for everyone. The Internet has become new hub for the ICE age[information, Communication, Entertainment]. Podcasting Audio-Podcasting Video-RSS Feeds-Networked Gaming-may offer themselves as major outlets for advertising in the near future. The game of old plus new goes on and the marketers must stay informed of new developments and understand how their customers are using these in ways that may offer advertising opportunities.

How does the passage describe the convergence of television and the Internet in advertising ?

(1) Decreased costs
(2) More reach
(3) Market opportunities
(4) Traditional advertising dominance

Question Number : 544 Question Id : 4641992048 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Advertising Trends

Read the passage and answer the question that follow/s :

Like most areas of marketing, advertising is changing rapidly. New forms of media available are blurring the distinction between different avenues. Convergence of different media is giving rise to an advertising convergence. The convergence of television and internet opens many potential opportunities for marketers to target customers in ways not available with traditional television advertising. Even the print is merging into web. However, these new media forms have limited reach as they are technology intensive and not affordable for everyone. The Internet has become new hub for the ICE age[information, Communication, Entertainment]. Podcasting Audio-Podcasting Video-RSS Feeds-Networked Gaming-may offer themselves as major outlets for advertising in the near future. The game of old plus new goes on and the marketers must stay informed of new developments and understand how their customers are using these in ways that may offer advertising opportunities.

What does the passage predict as potential outlets for advertising in the future ?

(1) Traditional media only
(2) Print and television
(3) Networked gaming
(4) OOH

Question Number : 545 Question Id : 4641992049 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Advertising Trends

Read the passage and answer the question that follow/s :

Like most areas of marketing, advertising is changing rapidly. New forms of media available are blurring the distinction between different avenues. Convergence of different media is giving rise to an advertising convergence. The convergence of television and internet opens many potential opportunities for marketers to target customers in ways not available with traditional television advertising. Even the print is merging into web. However, these new media forms have limited reach as they are technology intensive and not affordable for everyone. The Internet has become new hub for the ICE age[information, Communication, Entertainment]. Podcasting Audio-Podcasting Video-RSS Feeds-Networked Gaming-may offer themselves as major outlets for advertising in the near future. The game of old plus new goes on and the marketers must stay informed of new developments and understand how their customers are using these in ways that may offer advertising opportunities.

What is the Internet referred to as about Information, Communication and Entertainment ?

(1) Conventional media
(2) Hub for the ICE age
(3) Outdated medium
(4) Print media

Sub-Section Number : 3
Sub-Section Id : 464199131
Question Shuffling Allowed : No

Question Number : 546 Question Id : 4641992050 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Read the passage and answer the question that follow/s :

Public broadcasting has gone through multiple changes in India since the age of its inception. Radio broadcasting began here in early 1920's. Later, in 1936, the All India Radio started its operation. Lionel Fielden was instrumental in developing the radio programming on AIR. Television broadcasting started in the late 1950's. Earlier, television was a part of AIR but by 1970, television centres were opened in the various parts of the country other than delhi. In 1976, Doordarshan which was working under All India Radio beacme an independent and separate department. Between August 1975 and July 1976, an experiment called the Satellite Instructional Television Experiment (SITE) was conducted. Under this programme Indian government used the American satellite ATS-6 to broadcast educational programmes to several villages of six states in India. Community TV sets were distributed and educational programmes were broadcast. Entertainment was also a part of these programmes in the form of dance, music, drama, folk songs etc. In the 1990's, television and radio were braught together under the Prasar Bharati.

When did the television centres open in the various parts of the country ?

(1) 1960
(2) 1970
(3) 1975
(4) 1979

Question Number : 547 Question Id : 4641992051 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Read the passage and answer the question that follow/s :

Public broadcasting has gone through multiple changes in India since the age of its inception. Radio broadcasting began here in early 1920's. Later, in 1936, the All India Radio started its operation. Lionel Fielden was instrumental in developing the radio programming on AIR. Television broadcasting started in the late 1950's. Earlier, television was a part of AIR but by 1970, television centres were opened in the various parts of the country other than delhi. In 1976, Doordarshan which was working under All India Radio beacme an independent and separate department. Between August 1975 and July 1976, an experiment called the Satellite Instructional Television Experiment (SITE) was conducted. Under this programme Indian government used the American satellite ATS-6 to broadcast educational programmes to several villages of six states in India. Community TV sets were distributed and educational programmes were broadcast. Entertainment was also a part of these programmes in the form of dance, music, drama, folk songs etc. In the 1990's, television and radio were braught together under the Prasar Bharati.

SITE stands for :

(1) Satellite Instructional Television Experiment
(2) Satellite Informational Television Experiment
(3) Satellite Instructional Television Exposure
(4) Satellite Instructional Television Examination

Question Number : 548 Question Id : 4641992052 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Read the passage and answer the question that follow/s :

Public broadcasting has gone through multiple changes in India since the age of its inception. Radio broadcasting began here in early 1920's. Later, in 1936, the All India Radio started its operation. Lionel Fielden was instrumental in developing the radio programming on AIR. Television broadcasting started in the late 1950's. Earlier, television was a part of AIR but by 1970, television centres were opened in the various parts of the country other than delhi. In 1976, Doordarshan which was working under All India Radio beacme an independent and separate department. Between August 1975 and July 1976, an experiment called the Satellite Instructional Television Experiment (SITE) was conducted. Under this programme Indian government used the American satellite ATS-6 to broadcast educational programmes to several villages of six states in India. Community TV sets were distributed and educational programmes were broadcast. Entertainment was also a part of these programmes in the form of dance, music, drama, folk songs etc. In the 1990's, television and radio were braught together under the Prasar Bharati.

Doordarshan became an independent and separate department in which year ?

(1) 1974
(2) 1972
(3) 1976
(4) 1978

Question Number : 549 Question Id : 4641992053 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Read the passage and answer the question that follow/s :

Public broadcasting has gone through multiple changes in India since the age of its inception. Radio broadcasting began here in early 1920's. Later, in 1936, the All India Radio started its operation. Lionel Fielden was instrumental in developing the radio programming on AIR. Television broadcasting started in the late 1950's. Earlier, television was a part of AIR but by 1970, television centres were opened in the various parts of the country other than delhi. In 1976, Doordarshan which was working under All India Radio beacme an independent and separate department. Between August 1975 and July 1976, an experiment called the Satellite Instructional Television Experiment (SITE) was conducted. Under this programme Indian government used the American satellite ATS-6 to broadcast educational programmes to several villages of six states in India. Community TV sets were distributed and educational programmes were broadcast. Entertainment was also a part of these programmes in the form of dance, music, drama, folk songs etc. In the 1990's, television and radio were braught together under the Prasar Bharati.

Which programmes were aired on community TV sets ?

(1) Educational
(2) Horror
(3) Religious
(4) Comedy

Question Number : 550 Question Id : 4641992054 Question Type : MCQ Option Shuffling : No
Correct Marks : 5 Wrong Marks : 1

Read the passage and answer the question that follow/s :

Public broadcasting has gone through multiple changes in India since the age of its inception. Radio broadcasting began here in early 1920's. Later, in 1936, the All India Radio started its operation. Lionel Fielden was instrumental in developing the radio programming on AIR. Television broadcasting started in the late 1950's. Earlier, television was a part of AIR but by 1970, television centres were opened in the various parts of the country other than delhi. In 1976, Doordarshan which was working under All India Radio beacme an independent and separate department. Between August 1975 and July 1976, an experiment called the Satellite Instructional Television Experiment (SITE) was conducted. Under this programme Indian government used the American satellite ATS-6 to broadcast educational programmes to several villages of six states in India. Community TV sets were distributed and educational programmes were broadcast. Entertainment was also a part of these programmes in the form of dance, music, drama, folk songs etc. In the 1990's, television and radio were braught together under the Prasar Bharati.

Dance and drama were broadcast under which category ?

(1) Informative
(2) Educational
(3) Entertainment
(4) Lifestyle

Entrance Exams

- Agricultural Entrance Exams
- Architecture Entrance Exam
- Arts and Humanities Entrance Exams
- Commerce Entrance Examinations
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- Education Entrance Exams
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