

RGUCET  
MA in Mass Communication

1	<i>State the correct tense of the following sentence.</i> The Chief Minister would have reached New Delhi by this time.					
	a) simple past	b) future perfect	c) past perfect	d) present perfect	b)	future perfect
2	A person who spoils a jolly atmosphere is a _____					
	a) warm blanket	b) dry blanket	c) wet blanket	d) hot blanket	c)	wet blanket
3	A period of unpleasantness and poor health is a _____					
	a) thick time	b) narrow time	c) wide time	d) thin time	d)	thin time
4	One who knows many languages is a _____					
	a) linguist	b) polyglot	c) stylist	d) orator	b)	polyglot
5	Synonym of <b>DETEST</b> is _____					
	a) Hate	b) Discover	c) Reveal	d) Petty	a)	Hate
6	Antonym of <b>IMPARTIAL</b> is _____					
	c) angry	b) Liking	c) Biased	d) Dislike	c)	Biased
7	Antonym of 'ACRID'					
	a) Viscous	b) Rancid	c) Livid	d) Sweet	d)	Sweet
8	Find the odd number from the given alternatives					
	a) 5720	b) 6710	c) 2640	d) 4270	d)	4270
9	Does _____ know that _____ was absent?					
	a) she, me	b) she, I	c) her, me	d) her, I	b)	she, I
10	To have an axe to grind means					
	a) A private end to serve	b) To fail to arouse interest	c) To have no result	d) To work for both sides	a)	A private end to serve
11	Meghalaya attained Statehood in the year _____					
	a) 1969	b) 1972	c) 1974	d) 1982	b)	1972
12	The largest desert in the world is _____					

	a) Sahara	b) Sonoran	c) Thar	d) Kalahari	a)	Sahara
13	Rajya Sabha is chaired by the _____					
	a) resident	b) Home Minister	c) Vice President	d) Prime Minister	c)	Vice President
14	What is the name of the application launched to provide information to sportspersons about prohibited substances?					
	a) Sports Check	b) NADA India	c) NADA Check	d) Check and Khel	b)	NADA India
15	Which is the venue of the 2028 Olympic Games?					
	a) Paris	b) Rome	c) Los Angeles	d) Moscow	c)	Los Angeles
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19	What is the mascot of the Fourth Khelo India Youth Games 2022?					
	a)Appu	b)Dhakad	c) Veer	d)Ghambhir	b)	Dhakad
20	The Japanese player Naomi Osaka plays which sports?					
	a)Badminton	b) Tennis	c) Archery	d) Weight Lifting	b)	Tennis
21	The Pulitzer Prize winner photojournalist who was killed in Afghanistan was_____					
	a) Danish Siddiqui	b) Rubiya Malik	c) Danish Sultan	d) Rubiya Sultan	a)	Danish Siddiqui
22	The India-Nordic Summit 2022 was hosted by_____					
	a) Finland	b) Iceland	c) Denmark	d) Sweden	c)	Denmark
23	Violent public protests over rising prices and shortages erupted in April 2022 in _____					
	a) Bhutan	b) Nepal	c) Myanmar	d) Sri Lanka	d)	Sri Lanka
24	Which village has recently earned the tag of becoming India's first digital village?					
	a. Akodara	b. Akrund	c. Poshina	d. Punsari	a	Akodara

25	Which state is the champion of the 12th Hockey India Senior Women National Championship 2022?					
	a. West Bengal	b. Odisha	c. Jharkhand	d. Karnataka	b	Odisha

26	The up and down movement of camera on vertical axis is known as:					
	a) Tilt	b) Zoom	c) Tracking shot	d) Passing shot	a)	Tilt
27	AFP is the abbreviation for which news organization?					
	a) Associated French Press	b) American Free Press	c) Agence France Presse	d) American Federal Press	c)	Agence France Presse
28	News writing style generally used in newspapers is called:					
	a) Inverted pyramid structure	b) Analytical style	c) Free flow style	d) Tower structure	a)	Inverted pyramid structure
29	In digital mass communication, the audience is					
	a) large	b) passive	c) participatory	d) uncultured	c)	participatory
30	The verbal code for communication is					
	a) visual cue	b) picture	c) color	d) language	d)	language
31	Under the working Journalists Act of 1958, the Central Government, for working journalists, can constitute a					
	a) Wage Committee	b) labor Commission	c) Select Panel	d) Wage board	d)	Wage board
32	The left side and right side movement of camera on horizontal axis is known as _____					
	a) Tilt	b) Zoom	c) Tracking	d) Panning	d)	Panning
33	The news agency Associated Press is headquartered in _____					
	a) New Delhi	b) Moscow	c) New York	d) London	c)	New York
34	The other name of feature is					
	a) Colour story	b) Entertainer	c) Brightener	d) Lightener	a)	Colour story
35	National Press Day is on					
	a) November 1	b) October 21	c) November 16	d) January 7	c)	November 16
36	Title registration of newspaper is done by					
	a) RNI	b) DAVP	c) PIB	d) IPRD	a)	RNI
37	Yellow Journalism derived its name from a an early comic character called					

	a) Yellow kid	b) Yellow boy	c) Yellow girlie	d) Yellow guy	a)	Yellow kid
38	The first E-newspaper in India is-					
	a) The Times of India	b) The Hindu	c) The Telegraph	d) The Bengal Gazette	b)	The Hindu
39	Generally newspapers adopt inverted pyramid structure in _____					
	a) news stories	b) columns	c) editorials	d) articles	a)	news stories
40	Reuters is the news agency of					
	a) Germany	b) France	c) England	d) India	c)	England
41	The theme of the Hindi film "Taare Zameen Par" is _____					
	a) adult issue	b) gender issue	c) child issue	d) woman issue	c)	child issue
42	<i>Pather Panchali</i> was directed by _____					
	a) Mrinal Sen	b) Satyajit Ray	c) Ritwik Ghatak	d) Mani Kaul	b)	Satyajit Ray
43	The carrier of communication is called					
	a) receiver	b) sender	c) message	d) medium	d)	medium
44	Which is not a function of mass media?					
	a) interpretation	b) socialization	c) entertainment	d) education	a)	interpretation
45	The media which disseminate creative information through cultural and performance art is					
	a) folk media	b) face book	c) blog	d) internet	a)	folk media
46	Who is the father of Indian cinema?					
	a) sathyajith ray	b) j.c danial	c) dada sahib phalke	d) akira kurasova	c)	dada sahib phalke
47	Who gave the name Akashvani to All India radio					
	a) Tagore	b) Ambedkar	c) Gandhi	d) Nehru	a)	Tagore
48	In which year TV was introduced in India for the first time?					
	a) 1989	b) 1959	c) 1960	d) 1979	b)	1959
49	The process of filtering a message from source to receiver is.....					
	a) filtering	b) refining	c) framing	d) gate keeping	d)	gate keeping
50	Associated Press of India (API) a domestic news agency was started by					
	a) Keval. J. Kumar	b) K.C. Roy	c) Govind Phule	d) Rama Raju Sinha	b)	K.C. Roy
51	Who is the incumbent editor-in-chief of India Today, a weekly Indian English-language news magazine?					

	a) Aroon Purie	b) Kallie Purie	c) Madhu Trehan	d) Anita Trehan	a)	Aroon Purie	
52	Doordarshan was delinked from All India Radio, in the year?						
	a)1976	b)1970	c)1983	d)1980	a)	1976	
53	The first Newspaper in India, Bengal Gazette founded by?						
	a) Raja Ram Mohan Roy	b) James Augustus Hickey	c) Dr. William Carrey	d) Sir. Philip Francis	b)	James Augustus Hickey	
54	The expansion of ABC is .....						
	a) Audit Bureau Of Circulation	b) Account Bureau Of Circulation	c) Affidavit Bureau Of Circulation	d)Automatic Board Committee	a)	Audit Bureau Of Circulation	
55	At the time of Independence, AIR Network had only _____ Stations.						
	a)three	b)six	c)one	d)four	b)	six	
56	Fourth estate refers to _____?						
	a) the internet	b) the press	c) whistle blowers	d) private media	b)	the press	
57	Who coined the term "fourth estate"?						
	a) Charles Marrian	b) James Bryce	c) Edmund Burke	d) Thomas Jefferson	c)	Edmund Burke	
58	Internet radio broadcast is otherwise called						
	a) Broadcast	b) Narrowcast	c) Podcast	d) Telecast	c)	Podcast	
59	Which reporting goes behind the news and bring out the truth?						
	a) Objective	b) Interpretative	c) Investigative	d) Crime	c)	Investigative	
60	The main source of income of media is_____.						
	a)Advertisements	b) Articles	c) General news	d)Information	a)	Advertisements	
61	The major objective of a community radio station is _____.						
	a)infotainment	b)entertainment	c)economic profit	d)social inclusion	d)	social inclusion	
62	Government control over media is known as _____.						
	a) Factdal	b) Censorship	c)Independence	d)Emergency	b)	Censorship	

63	Typo is short for_____.					
	a) typographical letters	b) typographical error	c) typographical colour	d) typographical template	b)	typographical error
64	Which official is called the pilot of the newspaper:					
	a) The editor	b) The news editor	c) The reporter	The photographer	a)	The editor
65	When was the first screening of Lumier Brothers' film held in India?					
	a) 1895	b) 1896	c) 1897	d)1898	b)	1896
66	Vitorio de Sica's critically acclaimed film was_____					
	a) Bicycle Thieves	b) Vertigo	c) Citizen Kane	d) Tokyo Story	a)	Bicycle Thieves
67	The first Indian talkie was_____					
	a) Alam Ara	b) Raja Harishchandra	c) Kishmat	d)Kanyadan	a)	Alam Ara
68	Doordarshan's educational channel is_____					
	a) Vigyan Darshan	b) Gyan Darshan	c)Siksha Darshan	d)Pathsala Darshan	b)	Gyan Darshan
69	Who were the first to present projected moving pictures to a paying audience?					
	a)Lumier Brothers	b)Edison Brothers	c)Thomas Brothers	d) Warner Brothers	a)	Lumier Brothers
70	Which one of the following films bagged the 'Film of the Year' award in the Dadasaheb Phalke Award 2022?					
	a) Pushpa: The Rise	b) Shershaah	c) '83'	d) Mimi	a)	Pushpa: The Rise
71	Name the female actress from Nagaland who acted in the Bollywood film "Anek" which is a political action thriller set in the northeast India.					
	a) Andrea Kevichüsa	b) Andrew Kevichüsa	c) Andrea Kevich	d) Ao Kevich	a)	Andrea Kevichüsa
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73	The watchdog of democracy is_____					
	a) the press	b) the police	c) the NGOs	d) the Army	a)	the press
74	The fourth estate of democracy is the_____					
	a)press	b)executive	c)judiciary	d)legislative	a)	press
75	Malicious defamatory written accusation against someone is called_____					

	a) slander	b) libel	c) graft	d) sarcasm	b)	Libel
76	Which one of the following is not a conventional size of a typical newspaper?					
	a) Tabloid	b) Berliner	c) Broadsheet	d) Londoner	d)	Londoner
77	Offset printing uses principle of _____					
	a)oil and ink	b)ink and water	c) oil and water	d) ink, oil and water	c)	oil and water
78	A cutline under a graphic illustration is popularly identified as_____					
	a) legend	b) blackline	c) line cast	d) picture line	a)	legend
79	The main objective of a community radio station is_____					
	a) social inclusion	b) entertainment	c) economic inclusion	d) leisure	a)	social inclusion
80	VOA stands for_____					
	a)Voice of America	b)Voice of Australia	c)Voice of Argentina	d)Voice of Alaska	a)	Voice of America
81	AM stands for_____					
	a) Amplified Modulation	b) Amplitude Module	c) Amplitude Modulation	d) Applied Modulation	c)	Amplitude Modulation
82	All India Radio's official online mobile application is_____					
	a) News On AIR	b) News AIR	c) AIR Mobile	d) AIR News App	a)	News On AIR
83	Vividh Bharati is operated by_____					
	a) Community	b) NGO	c) Private Broadcaster	d) Government	d)	Government
84	Government of India's autonomous body for AIR and Doordarshan is _____					
	a) Akash Bharati	b)Prashar Bharati	c) PIB	d)Samachar Bharati	b)	Prashar Bharati
85	In branding, the memorable phrase designed to serve as a permanent expression of a company's greater purpose and mission is called_____					
	a)vision	b)motto	c) axiom	d) tagline	d)	tagline
86	Poster panel facing approaching traffic is referred to as _____					
	a) Headed site	b) Backdrop	c)Banners	d)Head-on-site	d)	Head-on-site
87	HTML stand for _____					
	a) Hyper Text Markup Language	b) Hyper Text Marked Language	c) Hyper Text Marking Language	d) Hyper Text Markup Link	a)	Hyper Text Markup

						Language
88	The process of distributing messages on internet is called _____					
	a) online casting	b) narrow casting	c) webcasting	d) cyber casting	c)	webcasting
89	Online fraudulent attempts to obtain sensitive information is termed as _____					
	a) pishing	b) fishing	c) hishing	d) phishing	d)	phishing
90	Which of the following helps in accessing news from different websites?					
	a) RSH feed	b) RCS feed	c) RSS feed	d) RCC feed	c)	RSS feed
91	Audio stream over internet is _____					
	a) Voicecast	b) Podcast	c) Voice despatch	d) Audio-visual cast	b)	Podcast
92	Which of the following is an example of new media?					
	a) blog	b) newspaper	c) radio	d) television	a)	blog
93	The data which are organized or presented in a meaningful manner is _____					
	a) Information	b) Storage	c) Process	d) Software	a)	Information
94	Sending of unsolicited bulk and commercial messages over the internet is _____					
	a) Spoofing	b) Spamming	c) Stalking	d) Phishing	b)	Spamming
95	Who is associated most with Wikileaks?					
	a) Elon Musk	b) Julian Assange	c) Bill Gate	d) Tim Brown	b)	Julian Assange
96	Marshall McLuhan put forward the concept of _____					
	a) networked village	b) glocal village	c) global village	d) universal village	c)	global village
97	The ideal resolution of an image for webcasting is _____					
	a) 72 dpi	b) 150 dpi	c) 252 dpi	d) 300 dpi	a)	72 dpi
98	Which one of the following is not an image file format?					
	a) jpg	b) pixel	c) gif	d) bitmap	b)	pixel
99	Which one of the following is a word processor?					
	a) Photoshop	b) Premier Pro	c) Microsoft Excel	d) Page Maker	d)	Page Maker
100	Hypermedia is _____					
	a) unilinear	b) linear	c) non-linear	d) non-interactive	c)	non-linear