1) Appropriation of a person's name or likeness for commercial or trade purposes without permission is ____and may be a violation of a person's right to publicity

   a) Libel
   b) Copyright
   c) Slander
   d) Invasion of privacy

2) Public relations is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its_____

   a) Media
   b) Economy
   c) Publics
   d) Society

3) ____are the two most important public relations tools for maintaining good stockholder relations.

   a) Annual reports & stockholder meetings
   b) Annual reports & press release
   c) House journals & stock holder meetings
   d) Newsletter & house journals

4) _____is the oldest form of public relations.

   a) Two-way asymmetrical
   b) Two-way symmetrical
   c) Press agentry
   d) Public information

5) ____are the two most important public relations tools for maintaining good stockholder relations.

   e) Annual reports & stockholder meetings
   f) Annual reports & press release
   g) House journals & stock holder meetings
   h) Newsletter & house journals

6) _____acts as watchdog for society.

   a) Management
   b) Technology
   c) Employees
   d) Media

7) A company that is "responsibly addressing _____of key publics and communities'
increase the public admiration of the organizations.

    a) Technological concerns
    b) Information sharing
    c) Profit sharing
    d) Environmental concerns

8) _____is a commanding force in managing the attitude of the general public towards
organizations.

    a) Management
    b) Employees
    c) Technology
    d) Media

9) _____messages helps make lasting impact and favourable impression of an organizations
and its products on stakeholders.

    a) Consistent
    b) Inconsistent
    c) Incoherent
    d) Irrational

10) Corporate communication is ___in nature

    a) Simple
    b) Complex
    c) Plain
    d) Symmetric

11) Shareholders, board members and employees are_____stakeholders.

    a) Internal
    b) External
    c) Institute
    d) Center

12) Customers, suppliers, regulators and media are ____stakeholders.

    a) Internal
    b) External
    c) Institute
    d) Center

13) Shareholders, board members and employees are_____stakeholders.

a) Internal
b) External
c) Institute
d) Center

14) Corporate identity is conceived as the totality of a company's behaviour communication & _____

a) Payment
b) Packaging
c) Carriage
d) Symbolism

15) _____is the all kinds of impression that the community makes about a corporation.

a) Corporate identity
b) Corporate brand
c) Corporate image
d) Corporate personality

16) _____is the all kinds of impression that the community makes about a corporation.

a) Corporate identity
b) Corporate brand
c) Corporate image
d) Corporate personality

17) _____ is a form of broadcasting production that Incorporates streaming video audio on the Internet.

a) Audio-casting
b) Broadcasting
c) Webcasting
d) Telecasting

18) Which of the following is the advantage of Electronic Meeting Systems?

a) better group dynamics as it encourages egalitarian participation
b) improved decision making as very few people participate
c) more willingness to contribute as only higher end employees participate
d) bolder discussion as participants are anonymous and are not seen

19) The first rule of crisis management is to_____

a) Communicate
b) Hide
c) Negate
d) Deny

20) Which of the following is the newswire of the digital revolution?

a) Newsletter

b) Press release
c) Blogging
d) Corporate magazine

21) EMS full form

a) Electronic messaging services
b) Electronic meeting systems
c) Electric messaging systems
d) Electronic meeting services

22) _____executive blogs in particular are highly focused in communicative intent.

a) Blog hub
b) Product blog
c) Image blog
d) Executive blog

23) _____are concerned with how the public or specific communities part of the larger public but external to the company perceive the organization.

a) Product blogs
b) Image blogs
c) Employee blog
d) Executive blog

24) Skype can be better used for_____

a) Telemarketing
b) Corporate website
c) Web conferencing
d) Blogging

25) Corporations often use_____ to promote their products or services, using a well known performer or other "name" figure as a spokesperson.

a) Satellite media tours
b) Press conference
c) Web conferencing
d) Blogging

26) Corporations often use_____ to promote their products or services, using a well known performer or other "name" figure as a spokesperson.

e) Satellite media tours
f) Press conference
g) Web conferencing
h) Blogging

27) _____ is a page on company's website that contains resources and Information for reporters and publishers.

a) RSS
b) Media kit
c) Social media
d) VNR

28) An example of pull media is:

a) Magazines
b) Newspapers
c) Billboards
d) RSS

29) Full form of RSS

a) Real simple syndication
b) Really simple syndication
c) Real simple syndicate
d) Really simple syndicate

30) Which of the following comes under traditional media.

a) Internet
b) TV
c) Blog
d) Website

31) Which of the following is not usually used today.

a) online chat
b) Telegram
c) Email
d) Social networking website

32) Skype can be better used for_____

e) Telemarketing
f) Corporate website
g) Web conferencing
h) Blogging

33) A good annual report will NOT have

a) Comparative figures
b) A well designed format
c) Comprehensive text
d) Complex and difficult graphics

34) Which of the following is an audience for financial communication?

a) Individual stockholders
b) Teachers
c) Workers family
d) Psychologists

35) _____ are a vast untapped resource of potential customers and grassroots support on financial issues.

a) Government personnel's
b) Journalists
c) Managers
d) Stockholders

36) The phrase corporate communication and company dealing with emerged at the beginning of

a. 20th century
b. 19th century
c. 8th century
d. 17th century '

37) A prominent feature of corporate communication

a) Simple in nature
b) Complex in nature
c) Exclusively about managing communication
d) Corporate personality

38) All advertisements which are designed to raise money from the general public named as_____ advertising.

a) Financial
b) Product
c) Company
d) Corporate

39) A primary way to reach financial analysts is through_____

a) Getters
b) Investment conferences
c) Advertisements
d) Circulars

40) The scope of responsibilities and functions of a financial communication expert does NOT include

a) Liaison with executive management
b) Stockholder correspondence
c) Planning meeting with employees' family
d) Working with security analysts

41) Empathy, competence, caring are all part of ___

a. Trust building
b. Mass notification
c. Mass crisis

d. Corporate communication

42) Informal sources of communication

   a. Influence of co-workers
   b. Human relation System
   c. PR system
   d. Management

43) _____ is an integral to 'managerial activities', such as planning coordinating & counselling.

   a. Corporate Communication
   b. Business Communication
   c. Mass communication
   d. Critical communication

44) If the most newsworthy information in a news release is in the middle or toward the end of the release, the reporter should

   a. rewrite the release to put the news in the lead.
   b. publish the release as it was written.
   c. throw the release in the wastebasket
   d. send it back to whomever it came from and ask that it be rewritten.

45) If a news release contains a statement such as "Quantities are limited, so buy yours now," that release is of questionable news value because it is

   a. stating the obvious
   b. reporting a contrived event.
   c. telling the public what to do
   d. lacking attribution.

46) Which of the following term is the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of future behaviour

   a. Corporate Reputation
   b. Corporate identity
   c. Corporate image
   d. Corporate impression

47) Which of the following term can be explained as all kinds of impressions community makes about a corporation
a. Corporate Reputation
b. Corporate identity
c. Corporate image
d. Corporate impression

48) Which of the following term is closely linked to corporate philosophy, the company's business mission and values, as well as corporate personality, the distinct corp

   a. Corporate Reputation
   b. Corporate identity
   c. Corporate image
   d. Corporate impression

49) The corporate communication is tightly connected to a strategy implementation and strategy formulation

   a. Image reputation
   b. Image enhancement
   c. Communication issues
   d. Corporate personality

50) Which of the following should NOT be done in handling crisis
   a. Trying to stop a journalist from writing a story
   b. Providing written information
   c. Correcting misinformation
   d. Showing empathy for those affected by crisis.

SYBAMMC – SEMESTER III

Computers & Multimedia-I

End Semester (Sample Questions)

1. _____ is the most widely used colour mode in Photoshop
   a. Grayscale mode
   b. CMYK mode
   c. RGB mode
   d. Bitmap mode
2. The keyboard shortcut for Transform option in Photoshop CS2 is _____ for bounding box
   a. Ctrl+F
   b. Ctrl+T
   c. Ctrl+Shift+T
   d. Ctrl+Alt+T
3. Feather effect in Photoshop is used for _____
   a. cropping image
   b. deselect image
   c. transform image
   d. create a soft edge of image
4. The keyboard shortcut to Save for Web in Photoshop CS2 is _____
   a. Ctrl+S
   b. Shift+Ctrl+S
   c. Alt+Shift+Ctrl+S
   d. None of the above
5. In photoshop, _____ shows how pixels in an image are distributed by graphing the number of pixels at each color intensity level
   a. gradient map
   b. layers
   c. curves
   d. histogram
6. In Photoshop, _____ command is suitable for correcting photos with silhouetted images due to strong backlighting or correcting subjects that have been slightly washed out because they were too close to the camera flash.
   a. Shadow/Highlight
   b. Hue/Saturation
   c. Brightness/Contrast
   d. Gradient map
7. In Photoshop, _____ is used to adjust space between specific pairs of characters
   a. Tracking
   b. Kerning
   c. Grading
   d. Leading

8. In Photoshop, rasterizing means _____
   a. Pixels will be converted to text
   b. Text will be converted to pixels
   c. Image fill will be compressed
   d. Image resolution will be modified
9. Statement A: Pen tool is mostly preferred by Photographers for editing photos in Photoshop
   Statement B: In Photoshop, once an anchor point is added, it cannot be removed
   a. Both statements are false
   b. Both statements are true
   c. Statement B is true and A is false
   d. Statement A is true and B is false
10. The _____ dialog box is designed for making tonal adjustments to HDR images, but it works with 8-bit and 16-bit images. It works by performing calculations in a linear color space, rather than the image's current color space.
    a. Hue/Saturation
    b. Layers
    c. Levels
    d. Exposure
11. In Corel Draw for digital media _____ primary colour mode is used
    a. CMYK
    b. RGB
    c. CEB
    d. BAYC
12. How to get guidelines in Corel Draw?
    a. Click on rules and drag on canvas
    b. Click on menu and drag on canvas
    c. Click on view and drag on canvas
    d. Click on files and drag on canvas
13. What is shortcut key for ellipse tool in Corel Draw?
    a. F6
    b. F7
    c. F8
    d. F10
14. What is shortcut key for polygon tool in Corel Draw?
    a. Y
    b. Z
    c. P
    d. Space bar
15. What is shortcut key for pick tool in Corel Draw?
    a. Y
    b. Z
    c. P
    d. Space bar
16. In Corel Draw what is shortcut key for bringing object to forward by one position is
    _____
    a. Shift + PgUp
    b. Shift + PgDn
    c. Ctrl + PgUp

d. Ctrl + PgDn

17. In Corel Draw _____ is shortcut for aligning centers vertically
    a. E
    b. C
    c. L
    d. P

18. In Corel Draw to give outline colour of the object
    a. Select object and left click on palette
    b. Select object and right click on palette
    c. Left click on palette
    d. Right click on palette

19. In Corel Draw _____ is shortcut for aligning object to center of the page is
    a. E
    b. C
    c. L
    d. P

20. In Corel Draw shortcut key to group objects
    a. Ctrl + g
    b. Ctrl + u
    c. Shift + g
    d. Shift + u

21. _____ tool used to add image in the Quark Layout.
    a. Star Tool
    b. Insert Image
    c. Text Content
    d. Picture tool

22. Which of the following is a Desktop Publishing software?
    a. Photoshop
    b. Quark Xpress
    c. MS Outlook
    d. Word

23. What is the full form of PSD?
    a. Adobe Photoshop Bitrate format
    b. Adobe Photoshop Bit File
    c. Adobe Photoshop Bitmap File
    d. Adobe Photoshop Binary Format

24. How to import file in Quark?
    a. Open Import Dialog box
    b. Open File→New
    c. Go to Layout
    d. Go to Options available on right side of the screen

25. Quark provides Flexed Layout & _____ layout.
    a. Document
    b. File
    c. Mobile
    d. Fixed

26. Full form of GIF:
    a. Graphics Interchange File

b. Graphics Internal Folder
c. Graphics Interchange Format
d. None of the above

27. The _____ can be reshaped, layered, and given varying levels of transparency and text alignment.
    a. Boxes
    b. Image
    c. Text
    d. None of these

28. _____ represents the device width that will be available to our design output when user will view it on different devices.
    a. Layout
    b. Image
    c. Palette
    d. Canvas

29. QuarkXPress is used by individual designers, large publishing houses and corporates to produce a _____.
    a. Color
    b. Palette
    c. Text box
    d. variety of layouts

30. Target device independent layouts are designed using _____.
    a. Fixed Layout
    b. Flexed Layout
    c. Text Layout
    d. Free Layout

31. To start new project in Premier Pro click on
    a. New Project
    b. Open Project
    c. Help
    d. Exit

32. In Premier Pro Frame rate for Widescreen 32KHz DV – 24 is _____
    a. 23.976 frames/second
    b. 29.97 frames/second
    c. 25.00 frames/second
    d. 15.00 frames/second

33. In Premier Pro Frame rate for standard 48KHz DV – NTSC is _____
    a. 23.976 frames/second
    b. 29.97 frames/second
    c. 25.00 frames/second
    d. 15.00 frames/second

34. In Premier Pro Frame rate for standard 32KHz DV – PAL is _____
    a. 23.976 frames/second
    b. 29.97 frames/second
    c. 25.00 frames/second
    d. 15.00 frames/second

35. In Premier Pro Frame rate for Widescreen 48KHz DV – PAL is _____
    a. 23.976 frames/second

b. 29.97 frames/second
c. 25.00 frames/second
d. 15.00 frames/second

36. In Premier Pro shortcut key to save project as is _____
a. Ctrl + W
b. Ctrl + S
c. Ctrl + Shift + S
d. Ctrl + Alt + S

37. _____ is shortcut key for pen tool in Primer Pro
a. V
b. A
c. C
d. P

38. _____ is shortcut key for slip tool in Primer Pro
a. H
b. Z
c. Y
d. U

39. _____ is shortcut key for hand tool in Primer Pro
a. H
b. Z
c. Y
d. U

40. _____ is shortcut key for slide tool in Primer Pro
a. H
b. Z
c. Y
d. U

41. Which of the following is a/are characteristics of Sound?
a. Pitch
b. Loudness
c. Quality
d. All of these

42. While the audio is represented as digital data, it can also be manipulated through
_____.
a. Filtering
b. Sampling
c. digital signal processing (DSP)
d. None of these

43. The full form of MIDI is _____.
a. Musical Internet Digital Interface
b. Musical Instrument Digital Interface
c. Musical Instructions Digital Interchange
d. Musical Instrument Dolby Interface

44. With stereo audio you can localize audio sources to the left and right when listening, but not above, behind or below.
a. Mono
b. Stereo

      c. Quadrophonic

      d. None of these

45. _____ will be detected and decoded automatically by an AV receiver with a DTS decoder.

      a. DTS

      b. THX

      c. Dolby Digital

      d. All of them

46. In a 5.1 channel set up, 5 speakers along with __ subwoofer.

      a. 1

      b. 2

      c. 3

      d. 4

47. A _____ (a common guitar effect) is just an echo with a very short delay.

      a. Reverb

      b. Echo

      c. Delay

      d. Chorus

48. Is "chorus effects" are also considered part of the "special effects" category?

      a. No. They are Different

      b. Yes. They are same

      c. Belongs to different category

      d. Cannot be determined

49. _____ is a form of delay, with multiple instances of a delayed sound layered together.

      a. Reverb

      b. Echo

      c. Delay

      d. Chorus

50. Performance applications are typically used in _____ and digital effects racks.

      a. Soundboards

      b. Amplifier

      c. Woofer

      d. All of them

Electronic Media I

Semester: III

SYBAMMC

Sr No	Question	Option A	Option B	Option C	Option D
1	The radio waves were demonstrated experimentally by	(Armstrong	Hertz	Maxwell	Marconi
2	In the year 1930, All India Radio was known as _____.	Aakashwani	- Indian Broadcasting Company	- Vividh Bharati	- Indian Broadcasting Service
3	_____Radio was first introduced by AIR at Delhi.	Analog	FM	Community	DAB
4	which year did television emerge in India?	-1940	-1959	-1957	1955
5	Digital Broadcasting first emerged in United States.	USA	London	india	Europe
6	Explain Media ?	Medium	Information	Television	Information
7	Radio started in the year_____	1936	1926	1900	1950
8	Community Radio is an Integral part of _____-	The local Community	the Nation	The Exclusive stations	The regional station
9	.When you have a person framed from the waist to the top of their head this is considered to be a _____ shot	Wide shot WS	Extreme close up ECU	Medium shot MS	Interview shot
10	.If the video is said to have "backlight" then the subject in the video will appear to be ____	Dark like a silhouette	Real bright	Lighted correctly	Short
11	The amount of light that enters into the lens and camera is determined to be the _____ on the lens.	Aperture	Focus	Distance	Backlight
12	The size of the opening of the iris is measured in_____	F Stops	Iris	Hz	ADot
13	On the lens the first lens ring is used for _____	Artificial	Zoom	Focus	Adjustment
14	Autobiography, biography, and informational books	Fiction	Non-Fiction	Story	History

15	Fictional programme are considered as	Real	Made up	History	Unbelievable
16	A perspective from which a story is told in 1st or 3rd person is called the _____.	Conflict	Plot	Point of View	Setting
17	A television Program in which people play games or answer questions in order to win prizes.	Game show	Documentary	Fiction	Reality show
18	_____ non fiction is considered as factual and informative content	Narrative	Expositary	Exploaratory	Pesuasive
19	A_____ or feature is a programme devoted to covering a particular topic in some depth interview and sound pictures.	Newspapaer	Report	documentary	Article
20	Broadcast radio today reaches a staggering ____ of the Indian population.	80%	75%	99%	100%
21	Broadcasting live is a _____ way to engage your listeners in real-time events, by taking live calls, and allowing shout-outs,	fantastic	Unsafe	Safe	Complicated
22	_____ segments are a great way of sharing useful information with your listeners.	Music	Drama	Podcast	News and Weather
23	_____music is usually geared towards older audiences and is not as common.	Indian	Classical	Western	Retro
24	What was one great achievement of the Radio Act of 1927?	The Federal Radio Commission was created.	Radio was established as a key mass communication medium.	Radio stations around the country were organized.	Community radio station
25	The microphone on the camera also known as the shotgun mic is used to record _____ sound.	Audience	Lavaliere	Ambient	Natural
26	.At what stage of a production is the editing process done?	Production	Pre planning	Post production	Research

27	What is exposure?	What comes through the camera	How bright your subject gets	When you allow light to strike an object	The level of light that goes through the camera
28	._____ makes significant contribution in radio but must be used with great discretion.	News	Music	Live show	Drama
29	The acronym for FM	Frequency Modes	Frequency Modulation	Future medicrocity	Future Modulation
30	High ReachWhich of the Following is an Advantage for Internet Advertising?	High Reach	Quick Updates	Long Shelf	Easy to use
31	An _____ signal is a signal, it has small fluctuations in it's signal	continuous	digital	Analog	natural
32	Community radio speaks to people in their _____ language	local	Hhindi	Common	Popular
33	The _____ mic is a tiny thing that is typically clipped to a shirt, jacket or tie.	Laveliere	Dynamic	Ribbon	Cordless
34	_____ radio station promotes economic growth via local entrepreneurs and traders who can advertise their business.	community	DAB	AIR	Satellite
35	____ are created because of community radio stations	Jobs	Culture	Literacy	Knowledge
36	AIR today broadcasts in _____ languages programme	23	27	22	25
37	_____was one of the most popular services by All India Radio.	Sare gama pa	Vividha Bharati	Ramayan	Akashwani
38	One of the most popular show of Vividha Bharathi was	Chitrahar	Binaca Geetmala.	Melodies	Audio on demand
39	Full form of DTH	Direct to Home	Direct to Hub	Digital to Hub	Digital satellite
40	DTT is received via a digital _____	Satellite	Antanea	Cable TV	set-top box
41	_____ is a sequence of sketches or illustrations that map out the scenes planned for a video.	Drama	Storybook	Storyboard	Script

42	____storyboards involve a series of conceptual pencil sketches	Sketch book	Traditional	Digital	Thumbnail
43	Setting up the sound,lighting,video equipment is handled by ____ team	Pre-Press production	Production	Pre production	Postproduction
44	Equipment rental, leasing and purchasing is taken care by _____team	Pre-Press production	Production	Pre production	Postproduction
45	_____ is the last phase of production phase.	Pre-Press production	Production	Pre production	Postproduction
46	Expand EWS	Extreme wide shot	Exact wide shot	Exit wide shot	Extinct wide shot
47	A ____ producer is usually an investor in the project.	executive	Manager	coordinating	Associate
48	FM stands for	Frequemcy Modulation	Frequency Modu;le	Frequent Management	Frequency Model
49	____Studio For announcing and playback of songs and records.	Music	Playback	Dubbing	Talk
50	The nose shadow is easier to see if you use a hard light ____Light	Key	Fill	Front	Back

Film Communication-I

Sem III

Sample Questions

1)The shot taken from above a subject creating a sense for looking down upon is known as _____.

o Low Angle

o High Angle

o Over the shoulder

o Dutch Angle

2) Which angle is known as the Russian/Dutch angle?

o Slanted angle

o Low Angle

o High angle

o Eye level angle

3) Language of Cinema majorly depends on

o Hindi

o English

o Mise-en-scene

o Music

4) Long shot is also known as?

o Birds eye view shot

o Over the Shoulder shot

o Wide Shot

o High Angle shot

5) One of the films editing techniques where the sequence is edited in small shots giving pace to the sequence is known as

o Mise-en-scène.

o Montage

o Post- Production

o Cinematography

6) Most common editing technique in which the editor tries to keep the sense of realistic flow of events to create a coherent sequence of shots.

o Montage editing

o Jump cut editing

o Continuity editing

o Split frame editing

7) A sound effect or combination of sound effects those are associated with a particular character, setting, situation or idea through the film.

o Dubbing

o Sound Motif

o Symbolic sound

o Omnibus sound

8)The Jazz Singer was

o First talkie in 1925

o First talkie in 1926

o First talkie in 1927

o First talkie in 1928

9) Which of them is not part of Panch Pandav's of Prabhat Film company?

o V. G. Damle

o Keshav Rao Dhaibar,

o Seetaram Kulkarni

o Baburao Painter

10) The first movie screening took place in?

- o Watson Hotel, Bombay
- o Elphiston Theatre, Calcutta
- o Raj Mandir, Delhi
- o Royal Opera House, Madras

11) What is the name of motion picture device invented by Lumiere Brothers?
- o Cinematographe
- o DSLR
- o Kinetoscope
- o Aperture

12) Early techniques that involve moving pictures and projection include:
- o Shadowgraphy
- o Zoomography
- o Telegraphy
- o Oscillography

13) Documentary films were never known as
- o Actuality films
- o Reality films
- o Newsreels
- o Tele-films

14) Who invented the Cinematograph in 1895?
- o Thomas Edison
- o Lumiere Bros.
- o Edward S. Porter
- o Georges Melies

15) A creative movement before the First World War that reached a peak in Berlin during the 1920s.

o Italian Neo-realism

o German Expressionism

o Soviet Montage

o French New Wave

16). Based on the theory the director is regarded as the " author" of a film because he has primary control and responsibility for the final product, that is the film.

o Recordist

o Copyright

o Auteur

o Formula

17) Academy awards, the statuette is also known as

o Filmfare Awards

o Oscar

o Golden Lotus

o Silver Bear Grand Jury Prize

18) Who was the maker of the benchmark movie 'Seven Samurai'?

o Steven Spielberg

o Akira Kurosawa

o Alfred Hichcock

o Ramesh Sippy

19) Which movie has the theme of generation conflicts and loneliness after the demise of spouse.

o Tokyo Story (1953)

o I was Born But (1960)

o Late Autumn (1960)

o Equinox Flower (1958)

20) Who did not use typical transitions between scenes?

o Akira Kurosawa

o Yasujiro Ozu

o Guru Dutt

o Mani Kaul

21) Who is sometimes called the "Walt Disney of Japan"?

o Akira Kurosawa

o Yasujiro Ozu

o Hayao Miyazaki

o Kenji Mizoguchi

22) Rashoman is formal experiment, particularly its audio-visual form and_____

o narration

o camera

o dress

o set design

23) Indian Cinematograph act passed in which year?

o 1959

o 1952

o 1960

o 1962

24) Who is known as the father of Indian Masala Movies?

o Mrinal Sen

o Subhash Ghai

o Yash Chopra

o Manmohan Desai

25) Which of the following films does not belong to German Expressionism?

o Nosferatu

o Warning Shadows

o Battleship Potemkin

o The Cabinet of Dr. Caligari

26). A movement in French filmmaking based on the notion of the auteur. The movement began in the late 1950 by a group of young filmmakers interested in exploring new potentials for film art.

o Italian Neo-realism

o German Expressionism

o Soviet Montage

o Nouvelle Vague

27). Which of these is not Hollywood production and studio house

o Paramount

o Illuminati

o Metro Goldwyn Mayer

o Warner Bros

28). Which of the following is NOT a feature of Neo-Realism?

o Minimum film shooting equipment.

o Non-professional actors

o Real world issues to address

o Shoot on artificial sets

29). Which of these is not Japanese veteran film-maker

o Yasujiro Ozu

o Akira Kurosawa,

o Hayao Miyazaki

o Bong Joon-Ho

30). Who among these don't belong to Hollywood's famous big five studios;

o RKO Radio Pictures

o 20th Century Fox

o Paramount Pictures

o Eros International

31). Who is the director of Children of Heaven?

o D. W. Griffith

o Abbas Kiarostami

o Majid Majidi

o Akira Kurosawa

32). Who of the following was not associated with Cahiers du Cinema ?

o Claude Chabrol

o Jacques Rivette

o Vittorio De Sica

o Francois Truffaut

33). Who was nicknamed, Tenno', literally meaning, 'Emperor', for his dictatorial directing style?

o Akira Kurosawa

o Yasujiro Ozu

o Guru Dutt

o Raj Kapoor

34)Another name for Art Films is

o Animation Films

o Graphics Movies

o Parallel Cinema

o Contemporary Cinema

35). In Indian parallel cinema the content was symbolic and

o Realism.

o Fantasy.

o Imaginative.

o Encouraging

36). Who is regarded as pioneer of Indian Parallel Cinema.

o Raj Kapoor.

o Guru Dutt.

o Satyajit Ray.

o Mehboob Khan.

37). First singer superstar of Indian cinema

o K. L. Saigal

o Mukesh

o Mahendra Kapoor

o Udit Narayan

38). Indian meaningful commercial film with Dev Anand portraying as to how liquor ruins life, a film with message and powerful dialogues.

o Ek Ke Baad Ek (1960)

o Tere Ghar Ke Saamne (1963)

o Baazi (1951)

o Sharabi (1964)

39) In earlier Indian cinema – the art of telling story was mostly based on
_____.

- o Pauranic scriptures
- o Western literature
- o Biblical myths
- o Novels

40) Which monumentally ambitious project did Albert Kahn launch in 1909?
- o The Archives of the Planet
- o A Trip to the Moon
- o The Flower of Persia
- o Ganga Avtaran

41) Which of the following films does not belong to Soviet Montage?
- o Battleship Potemkin
- o Metropolis
- o Man With A Movie Camera
- o The Fall Of The Romanov Dynasty

42) Breathless was directed by
- o Andre Bazin
- o Jean Luc Godard
- o Francois Truffaut
- o Louis Malle

43) Which of the following is not an example of Italian Neo-Realism?
- o Use of Non-actors
- o Focus of poor working class
- o Deal in changes with post World War-II Italy
- o larger than life drama

44) Which Japanese film-maker is credited with *Tatami* shot?
- o Yasujiro Ozu
- o Akira Kurosawa
- o Hayao Miyazaki

o   David Bordwell

45) Which of these Japanese directors has won Oscar for best animated feature film?
- o   Yasujiro ozu,
- o   Hayao Miyazaki
- o   Akira Kurosawa
- o   Bong Joon-Ho

46) Who directed Iranian film 'Boycott'?

- o   Mohsen Makhmalbaf
- o   Majid Majidi
- o   Abbas Kiarostami
- o   Parviz Kimiavi

47) This film is not directed by Majid Majidi.

Children of Heaven
The Color of Paradise
Baran
Kandahar

48) Who won Oscars for the movie Gandhi?

- o   Bhanu Athaiya
- o   Rohini Hattangadi
- o   Anupam Kher
- o   Om Puri

49) Angry Young Man personified _____.
- o   Shatrughan Sinha
- o   Amitabh Bachchan
- o   Dharmendra Deol
- o   Sanjay Dutt

50) Indian Parallel cinema was inspired by_____.

- o   Manga Artists
- o   German Expressionism

- Hollywood Cinema
- Italian Neorealism

1. Earliest Know surviving photograph was taken by

a. Joseph Nicephore Niepce

b. Alexandra Wolcott

c. Robert Cornelius

d. Johann Zahan

2._____ means the amount of light that falls onto the sensor of your digital camera

a. Aperture

b. Exposure

c. White Balance

d. Trigger

3. aperture, ISO and shutter speed are also known as

a. Exposure Circle

b. Camera Trio

c. Exposure Triangle

d. Three elements

4.It controls the sensitivity of your camera's sensor to a given amount of light

a. Aperture

b. Shutter Speed

c. ISO

d. View finder

5. This controls the duration of the exposure

a. Aperture

b. Shutter Speed

c. ISO

d. View finder

6. Controls the area over which light can enter your camera

a. Aperture

b. Shutter Speed

c. ISO

d. View finder

7. What is Fisheye degree view?

A. 90 Degree

B. 180 Degree

C. 360 Degree

D. 720 Degree

8. What is standard "FPS"?

A. 15 FPS

B. 24 FPS

C. 60 FPS

D. 120 FPS

9. Which of the following is not true about digital cameras?

a. Uses batteries

b.Store photos on a memory card

c.Uses film

d. Uses Lens

10. CMYK stands for

a. Cyan, Maroon, Yellow and Pink

b. Cream, Maroon, Yellow and brown

c. Coral, Magenta, yellow and Grey

d. Cyan, Magenta, yellow and black

11. This mode is used for getting brighter and warmer shots

a. Tungsten

b. Florescent

c. Daylight

d. Cloud

12. To achieve a deep depth of field one needs to set the f/stop to around

a. f/5

b. f/3 or below

c. f/11 or higher

d. f/6 or below

13. If you are shooting a photo and want to get a greater depth of field in the image, would you shoot at:

a. F/2.8

b. F/16

c. F/7.1

d. F/4

14. Resolution of an image describes:

a. The Quality of the image

b. The clarity of an image

c. The size of the image in pixels

d. Colour and Contrast of the image

15. A macro lens is a lens that:

a. Is Very small in size

b. Creates great bokeh

c. Is used for extreme close ups

d. is for long shots

16. Panning is a technique used to freeze the subject yet allow surrounding area to be blurred out as the subject moves in the scene. A shutter speed that may be used would be:

a. 1/500th

b. 1/100th

c. 1/30th

d. Bulb Mode

17. Dust on your image sensor can be best removed by blowing on the sensor with:

a. Compressed Air

b. Your Mouth

c. Wind

d. NOTHING – send in for service!

18. When in Aperture Priority, adjusting EXPOSURE COMPENSATION will alter:

a. ISO

b. Depth of Field

c. Shutter Speed

d. Aperture

19. Mirror UP (Mup) release mode in a DSLR helps with:

a. Shutter Speed quickness

b. Quiet Shutter Release

c. Image Sharpness

d. Shooting in the Dark

20. If your Camera is set at ISO 100, how many stops of light would 1600 be up the line?

a. Four

b. Three

c. Six

d. Five

21. When creating a Frequency Separation group in PHOTOSHOP, what BLEND MODE should the TEXTURE layer be set in?

a. Overlay

b. Linear Light

c. Subtraction

d. Multiply

22. What is a photon?

a) A particle of light energy

b) A measure of light energy

c) A stream of light energy

d) An illusion of light energy

23. Photography' comes from the Greek words PHOTOS and GRAPHOS. What does it mean?

a) Light graphics

b) Light writing

c) Light drawing

d) Light painting

24. Incident light

a) falls on the subject

b) is reflected from the subject

c) backlights the subject

d) falls on the roof

25. 'Camera' is actually a Latin word meaning

a) picture box

b) room

c) light box

d) Box light

26. Which compositional technique uses a blurry background and a sharp subject that's in focus?

a. Rule of Thirds

b. Leading Lines

c. Framing the Subject

d. Diffused background

27. Which term best describes the brightness of a photograph?

a. Aperture

b. Focus

c. Depth of field

d. Exposure

28. Which term describes the sharpness and clarity of the subject?

a. Aperture

b. Focus

c. Depth of field

d. Exposure

29. Which compositional technique makes the subject take up as much space as possible in the photograph?

a. Rule of Thirds

b. Leading Lines

c. Filling the frame

d. Diffused background

30. Which f-stop has a longer depth of field?

a. F2

b. F8

c. F16

d. F22

31. Which shutter speed is faster?

    a. 1/60
    b. 1/400
    c. 1/1000
    d. 1/30

32. Which compositional technique uses lines to bring the viewer into, out of, and around the photograph?

a. Rule of Thirds

b. Leading Lines

c. Filling the frame

d. Diffused background

33. Which mode should you shoot in if you want complete control of the camera settings?

    a. Auto
    b. Manual
    c. Aperture-Priority
    d. Shutter-Priority

34. A photo is underexposed. Which of the following actions will solve this?

    a) Increase the f-stop
    b) Lengthen the shutter speed
    c) decrease the ISO
    d) change MF to AF

35. Which of the following will reduce camera shake?

    a) Decrease shutter speed
    b) Increase f-stop
    c) Use a tripod
    d) Increase ISO

36. Which compositional technique uses long, deep depth of field?

a. Rule of Thirds

b. Leading Lines

c. Background Included

d. Diffused background

37. What type of digital camera has a detachable lens?

    a. Point and shoot
    b. SLR
    c. High resolution
    d. Disposable

38. Which compositional technique places the subject away from the center of the photograph?

a. Rule of Thirds

b. Leading Lines

c. Background Included

d. Diffused background

39. What does SLR stand for?

    a. Short Light Retrace
    b. Standard Lens Reaction
    c. Standard Light Response
    d. Single Lens Reflex

40. Both AF and MF affect what part of the photo?

    a. The sharpness of the subject
    b. Depth of field
    c. Exposure
    d. Light balance

41. Which term describes the area of a photograph that is in focus?

    a. Aperture
    b. Focus
    c. Depth of field
    d. Exposure

42. In digital photography software the word "default" usually refers to _____.

    a. Settings set by the user
    b. Settings set when the program was installed
    c. User error
    d. Automatic settings programmed by the user

43. Which shutter speed lets in more light?

    a. 1/30
    b. 1/60
    c. 1/400
    d. 1/1000

44. You want to take a photo with a diffused background. Which of the following actions will accomplish this?

    a. Decrease the f-stop
    b. Shorten the shutter speed
    c. Increase the ISO
    d. Add flash

45. You want to take a photo with blurred motion. Which of the following actions will accomplish this?

    a. Increase the f-stop
    b. Lengthen the shutter speed
    c. Increase the ISO
    d. Change MF to AF

46. Which term describes photos where the subject is carefully positioned by the photographer?

    a. Posed
    b. Candid
    c. Planned
    d. Freestyle

47. Which shutter speed is most likely to result in frozen motion?

    a. 1/60
    b. 1/250
    c. 1/500
    d. 1/1000

48. Which f-stop lets in more light?

    a. F2
    b. F8
    c. F16
    d. F22

49. Which term describes unposed photos when the subject is not aware of being photographed?

    a. Posed
    b. Unplanned
    c. Candid
    d. Freestyle

50. Which of the following is not true about digital cameras?

    a. Uses batteries
    b. Store photos on a memory card
    c. Uses film
    d. Uses lens

Sample Questions

Media Studies

Sem 3

1)The _____Model suggest that media audiences are active and make active decisions about what they consume in relation to their social and cultural setting and their needs.

   a) Propaganda
   b) Cultivation
   c) Uses and Gratifications
   d) Cultivation theory

2)_____power is the crudest form to achieve its ends.

   a) Reward.
   b) Expert
   c) Coercive.
   d) Communication

3) Out of the given options, an example of a Time Biased medium is

   a) WiFi
   b) radio
   c) clay tablets
   d) television

4) Who declared 'Medium is the Message"

   a) McEnroe
   b) McLuham
   c) McEnzie
   d) McLincoln

5) Communication bias was a brain child of
   a) Paul Lazerfeld
   b) Harold lasswel
   c) Einstein
   d) Harold Innis

6) Mass produced Cultural Products like radio and television drove the society towards
   a) Socialist System

b) Capitalist System
c) Recession
d) Inflation

7) The view that media had certain obligations to the society to serve its needs rather than a free market, is a part of _____

a) Authoritarian Theory
b) Social Responsibility Theory
c) Libertarian Theory
d) Totalitarian Theory

8) The use of sensationalism by the press, to sell stories, is called _____

a) White Journalism
b) Orange Journalism
c) Yellow Journalism
d) Black Journalism

9) _____ bias is a feature of mass media since invention of printing press.

a) Political
b) Economic
c) Social
d) Mainstream

10) An approach that identifies technology as the reason for progress and social change, is called _____

a) Technology Literacy
b) Technological Determinism
c) Toronto School
d) Birmingham School

11) _____ means audience make use of the media to learn

a) Affective
b) Cognitive
c) Tension Release
d) Personal Integrative

12) Selecting some aspects of a story and making them more prominent than the others is called _____

a) Selection
b) Framing
c) Partiality
d) Analysis

13) When open and favourable coverage is given to openly racist arguments or policies, it is called _____

a) Inferential Racism
b) Overt Racism
c) Conditional Racism
d) Preferential Racism

14) Culture industry is a term to describe

a) how popular culture in the capitalist society functions like an industry in producing standardized products which produce standardized people.
b) How music and theatre should be performed
c) Functions of media towards developing culture
d) Role of artists in developing culture

15) Among the needs gratified by the media, enhancing credibility, confidence, and status is called a_____

a) cognitive need
b) personal integrative need
c) social integrative need
d) tension release need

16) _____ means audiences seek out media content that satisfies their emotional needs

a) Affective
b) Cognitive
c) Tension Release
d) Personal Integrative

17) Face book & Friendster are examples of _____

a) Collaborative problem solving
b) Expressions
c) Affiliations

d) Extension

18) Social media optimization is_____

    a) Easily creates publicity via social networks
    b) Low barriers to artistic expression
    c) Strong support for sharing one's creations
    d) Members feel some kind of social connection

19) Mobile phones, internet, social networking sites etc are new form of communication tool used for_____
    a) Agenda Setting
    b) Uses and Gratification
    c) Propaganda Model
    d) Two Step Flow

20) Under Media Studies changes in society caused due to technology is called technological _____

    a) Evolution
    b) Determinism
    c) Intellegence
    d) Difference

21) Which dimension of communication bias were applied by Harold Innis?

    a) Time and Space
    b) Positive and negative
    c) Right and wrong
    d) Hot and cold media

22) What is also known as Media Consolidation?
    a) Media Convergence
    b) Mainstream Media
    c) Multimedia
    d) Media Bias

23)_____ is the dissemination of information—facts, arguments, rumours, half-truths, or lies—to influence public opinion

    a) Propaganda
    b) Communication

c) Feedback
d) Decoding

24) In Laswell's communication model, 'says what' referred to what type of analysis?

a) Control Analysis
b) Content Analysis
c) Media Analysis
d) d)Audience analysis

25) Media theories have had profound effects in a number of ways. One way is

a) Media theories help us organize and make sense of the world and our understanding of the world.
b) Theories give us a heads-up on what to purchase.
c) Theories help us to identify the deep thinkers in our world.
d) Identify the social responsibilties

26) Noam Chomsky is associated with which among the following theories?

a) Agenda Setting
b) Uses & Gratification
c) Propaganda
d) Cultivation

27)_____ is the dissemination of information—facts, arguments, rumours, half-truths, or lies—to influence public opinion

a) Propaganda
b) Communication
c) Feedback
d) Decoding

28) Media literacy means the ability to_____.

a) read and write
b) create professional media
c) understand and use media
d) prepare for a career in media

29) .One job of the gatekeeper is to determine_____

a) the amount of feedback that returns to the source of a media message.
b) how messages to consumers are constructed
c) how mass communication affects interpersonal communication
d) how ratings data will be interpreted by media

30) ._____power is the crudest form to achieve its ends.

a) Reward.
b) Expert
c) Coercive.
d) Referrant

31) _____has been called an exercise in power and persuasion.

a) Reassuring.
b) Rewarding
c) Framing.
d) Priming

32) Which of the following theories stress that mass media in a society is controlled by the state power?
a) Normative
b) Authoritarian
c) libertarian
d) Social Responsibility

33) Hypodermic Needle Theory is also known as

a) Two step flow theory
b) Magic Bullet theory
c) Agenda setting theory
d) Persuasion theory

(34) _____Theory suggests that opinion leaders pay close attention to the mass media and pass on their interpretation of media messages to others.

a) Two step flow
b) Uses & Gratification theory
c) Propaganda
d) Gatekeeping

(35)_____ is the process of changing our attitude toward something based on some kind of communication

    a) Persuasion
    b) Perception
    c) Belief
    d) attitude

(36)_____ analysis represents which medium should be used to exercise maximum power against the receivers

    a) Media
    b) Audience
    c) Content
    d) Salience

39) Normative theories were written by:

    a) Siebert & Schramm

    b) Malcolm Marshall

    c) Chomsky

    d) Harold Lasswell

37) McLuhan called media as _____ to man

    a) Entertainment

    b) Education

    c) Extension

    d) Evolution

38) _____ argued that changes in communication technology inevitably produce profound changes in both culture and social order.

    a) Marshall McLuhan

    b) Stuart Hall

    c) Richard Hoggart

    d) Horkheimer and Adorno

40) Social Reponsibility Theory underestimates considerations like

_____

    a) Profit And Competition
    b) Entertainment
    c) Propaganda
    d) Government

41) Who gave the uses and Gratification Theory?
    a) McCombs and Shaw
    b) Katz and Lazarfeld
    c) Blumer and Katz
    d) Foucault

42) The criticism of Agenda Setting Theory that it affects only some people, some of the time, is _____

    a) Correct
    b) Not Correct
    c) Maybe Correct Sometimes
    d) Not Valid

43) The reponsibility of safeguarding the masses from Propaganda should be taken up by the _____

    a) Government
    b) Media
    c) Courts
    d) Entertainers

44) Magic Bullet Theory grafically illustrate that the message is fired into the ____

    a) Heart of the viewers
    b) Heads of the viewers
    c) hands of the viewers
    d) thoughts of the viewers

45) _____ refer to the negative responses to the statement or programme published or broadcasted.

a) Flaks
b) source
c) Propaganda
d) valence

46)_____ youth are more likely to have health issues because of substance abuse and mental health issues

a) LGBTQ
b) rural
c) tribal
d) urban

47) In the magic bullet theory, what is considered as gun?

a) message
b) media
c) audience
d) brand ambassadors

48)Who wrote the book 'The People's Choice',

a) Paul F Lazarsfeld
b) Marshall McLuhan
c) Wilbert Schramm
d)Stuart Hall

49)_____ not only supports the implementation process of various communication strategies but also helps to access whether or not the communication is meeting their purpose or aim.

a) Feedback
b) reaction
c) analysis
d) effect

50)Who used film to propagate their ideology

a) Nazis
b) Democrats
c) Libertarians
d) Rationalists