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Communication Education at Crossroads

Group Number :	1
Group Id :	489994235
Group Maximum Duration :	0
Group Minimum Duration :	120
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Revisit allowed for edit? :	No
Break time:	0
Group Marks:	100

Communication Education at Crossroads

Section Id :	489994291
Section Number :	1
Section type :	Online
Mandatory or Optional:	Mandatory
Number of Questions:	100
Number of Questions to be attempted:	100
Section Marks:	100
Display Number Panel:	Yes
Group All Questions:	No

Sub-Section Number:	1
Sub-Section Id:	489994319
Question Shuffling Allowed :	Yes

Question Number : 1 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Private sector participation in broadcasting and expansion of broadcasting in India was made possible with the coming of –

a. Liberalization

b. Prasar Bharati Act

c. Separation of AIR and DD

d. AIR

Options :

2. 2

3. 3

4. 4

Question Number : 2 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The coming of satellite broadcasting in India brought with it the criticism of –

   a. Cultural assimilation
   b. Cultural imperialism
   c. Cultural hegemony
   d. All of the above

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 3 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When Kiran Karnik says that "we are looking at poverty amidst plenty" with reference to the increase in number of TV channels in India, he is referring to –

   a. Media monopoly
   b. Homogenization of media content
   c. Political influence over media
   d. Decrease in viewership

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 4 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The merging of print, television, radio, the Internet along with portable and interactive technologies through various digital platforms is called –

   a. Media explosion
   b. Media segregation
   c. Media hybridization
   d. Media convergence

Options :

2. 2

3. 3

4. 4

Question Number : 5 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The coming of social media has marked a shift from _____ production

and distribution of information to public production and distribution of

information.

    a. Corporate

    b. Institutional

    c. Authoritative

    d. Mass

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 6 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The idea of Global Village was put forth by –

    a. Marshall McLuhan

    b. Harold Lasswell

    c. Edward Said

    d. Stuart Hall

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 7 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A person born and brought up in the age of digital technology and hence

understood to be familiar to it is called a –

    a. Cyborg

    b. Digital native

    c. Technocrat

    d. Digerati

Options :

1. 1

3. 3

4. 4

Question Number : 8 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following were not included in the so called 'Big Four' news agencies in the post-World War II era -

    a. Agence France Presse

    b. Xinhua

    c. Associated Press

    d. Reuters

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 9 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following statements is true about participatory communication?

    i. Herein communication is culture specific

    ii. Communication is initiated by the sender to bring social change for beneficiaries

    iii. The communication is dialogical

    iv. It is about transmission of the benefits of development to the community

    a. Both (i) and (iii) are correct

    b. Only (i) is correct

    c. Both (i) and (iv) are correct

    d. Only (iv) is correct

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 10 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

the following two statements -

    i. Participation improves the community ownership and engagement in any development project

    ii. In a participatory framework, the idea of what constitutes development emanates from the community

a. Both the statements are correct

b. (i) is correct but (ii) is not correct

c. None of the statements are correct

d. (ii) is correct but (i) is not correct

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 11 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

UNCRC was adopted by the United Nations General Assembly in the year -

_____

a. 1969

b. 1979

c. 1989

d. 1999

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 12 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In which of the following cases it is NOT required by the media to change the name and/ or obscure the visual identity of any child?

a. A victim of sexual abuse or exploitation

b. HIV positive, or living with AIDS

c. Charged or convicted of a crime.

d. When a child initiates contact with the reporter, wanting to exercise their right to freedom of expression and their right to have their opinion heard

Options :

1. 1

2. 2

3. 3

Question Number : 13 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The 'Teach India' campaign is an advertising campaign by which group?

    a. The Indian Express
    b. The Times of India
    c. Tata Group
    d. Aircel

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 14 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to 2014 World Development Indicators (WDI) data, public

  spending on health and education is _____ per cent of GDP in India.

    a. 4.7
    b. 6.8
    c. 7.5
    d. 8.8

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 15 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the context of the development arena, ACSM refers

    to_____

    a. Advocacy, communication, and social mobilization
    b. Art, culture and social marketing
    c. Advocacy and communication through social media
    d. None of the above

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 16 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

ctor is also known as the third sector?

   a. Public sector
   b. Social sector
   c. Government sector
   d. None of the above

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 17 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not one of the 4Ps of commercial marketing?

   a. Product
   b. Price
   c. Place
   d. People

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 18 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.Misinformation is

   a. Incorrect, or inaccurate as a result of errors, omissions and biases
   b. A deliberate attempt to mislead and pass on false information
   c. An error that occurs due to communication gap
   d. A minor mistake therefore cannot be termed as fake news

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 19 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Fake is news is

   a. a post-modern phenomena
   b. a post structuralise phenomena
   c. a manufactured or selective facts
   d. false information that cannot be attributed to anyone

Options :

2. 2

3. 3

4. 4

Question Number : 20 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is typical of changing media ecosystem

    a. hybridization of news gathering and dissemination

    b. proliferation of misinformation

    c. viewers of television fed with half-truth, and mistruths

    d. social media supplement mass media

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 21 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Why Eastern communication philosophers call our communication flawed?

    a. because it is based on appearances and assumptions

    b. because it is based on western models

    c. because it is based on technology mediated communication

    d. because it is based on religious beliefs

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 22 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a type of cybercrime?

    a. Hacking

    b. Phishing

    c. Spamming

    d. Snorkelling

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 23 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Major amendments to IT Act 2000 was introduced in the form of IT (amendment) Act 2008, which came into effect on

    a. 2009 October 27

    b. 2008 October 27

    c. 2008 June 1

    d. 2009 July 3

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 24 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which section of IT Act was invalidated by Supreme Court of India?

    a. Section 66D

    b. Section 66F

    c. Section 66B

    d. Section 66A

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 25 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Bhaona in Assam is a

a. Traditional theatre form

b. Folk dance

c. Street play

d. Puppetry

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 26 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

a. Character specific

b. Light specific

c. Narration specific

d. Location specific

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 27 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A long shot is also known as:

a. An establishing shot

b. Original shot

c. First shot of a film

d. The shot that ends a film

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 28 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.The theory of *Denotation and Connotation* was coined by:

a. Michel Foucault

b. Walter Benjamin

c. Jurgun Habermas

d. Theodore Adorno

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 29 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

urs in films create:

a. The mood

b. The bright side of the story

c. The bright side of the character

d. The meaning of the film

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 30 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The world that media presents to us is:

a. A reality

b. An artificial one

c. An imagined one

d. A reasonable one

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 31 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Theorist Carl Hoveland is credited with establishing of:

a. Persuasion Theory

b. Propaganda Theory

c. Information Theory

d. Balance Theory

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 32 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

...m teaching first started in.

a. Kansas University
b. Wisconsin University
c. New York University
d. Harvard University

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 33 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Which of the following statement is not correct?

a. Sound knowledge in discipline make a teacher effective
b. Professional training make a teacher effective
c. Professional degree make a teacher effective
d. Innovative pedagogical knowledge make a teacher effective

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 34 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

"My students participate in online learning away from school in place of traditional homework and then attend my class in person at school for face-to-face, teacher-guided practice or projects - the primary delivery of content and instruction is online." The quote above best describes which Rotation based sub-model of blended learning?

a. Station Rotation
b. Lab Rotation
c. Flipped Classroom
d. Individual Rotation

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 35 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

...versity which telecasts interactive educational program through its own channel?

   a. B.R. Ambedkar Open University

   b. Indira Gandhi National Open University

   c. University of Pune

   d. Annamalai University

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 36 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not the source of Motivation for Adult Learning-?

   a. Social relationships

   b. External expectations

   c. Social welfare

   d. Emotional intelligence

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 37 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Science Communication helps in

a. Understanding models of communication

b. Learning journalism

c. Understanding types of advertisement appeals

d. Generating scientific temper

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 38 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

eviation NCSTC stands for

a. National Council for Science & Technology Communication
b. National Committee for Science & Traditional Communication
c. National Conference for Science & Teaching Community
d. National Council for Society & Traditional Communication

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 39 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

.Science Journalism can play a vital role in

a. Creating awareness about ethics related to digital journalism
b. Development of scientific understanding and popularization of science among common people
c. Creation of scientific discovery
d. Research work related to journalism

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 40 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

. The term cyberspace was coined by the science fiction writer

a. William Gibson
b. Wills Gray
c. Wilbur Gibson
d. William Gray

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 41 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

...ace can be understood as a

a. Visible space meant for computation by...

b. Simple environment consisting of interactions between computers and supercomputers only

c. Complex environment consisting of interactions between people, software services supported by worldwide distribution of information and communication technology.

d. Virtual space meant for software only

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 42 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Cyber-crime is a crime that involves:

a. Ham Radio

b. Printer

c. Computer and Network

d. Software and Hardware

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 43 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is **NOT** part of the Sustainable Development Goals?

a. Affordable and clean energy

b. Clean water and Sanitation

c. Internet services

d. Decent work and economic growth

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 44 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____are a bundle of exclusive rights over creation of the minds, both artistic and commercial.

   a. Copyright

   b. Industrial and Trading Rights

   c. Intellectual Property Rights

   d. Trademarks

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 45 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Fundamental characteristic of Cyberspace is

   a. Absence of geographical boundaries

   b. Presence of geographical boundaries

   c. Use of software only

   d. Use of hardware only

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 46 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Corporate image of a company constitutes

   a. physical manifestations

   b. delivery

   c. product reliability

   d. all of the above

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 47 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

learned system of knowledge, behaviour, attitudes, beliefs, values, and norms shared by a group of people and passed from one generation to the next called?

    a. Dominant culture
    b. Community
    c. Co-culture
    d. Culture

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 48 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Evaluation of other cultures according to preconceptions originating in the

standards and customs of one's own culture is known as-

    a. Ethnocentrism
    b. Enculturation
    c. Stereotyping and prejudice
    d. Cultural imperialism

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 49 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

There are an estimated _____living languages

    a. 6,800
    b. 7,800
    c. 4,800
    d. 5,800

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 50 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

...e developed by the Government of India for the endangered languages is known as:

  a. Protection and Preservation of Endangered Languages of India
  b. Protection and Conservation of Endangered Languages of India
  c. Protection, Preservation and Documentation of Endangered Languages of India
  d. Preservation and Documentation of Endangered Languages of India

Options :
1. 1
2. 2
3. 3
4. 4

Question Number : 51 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Identify one measure to protect the endangered languages

  a. Developing linguistic documentation
  b. Enforcing linguistic policies
  c. Creating orthographies
  d. All of these

Options :
1. 1
2. 2
3. 3
4. 4

Question Number : 52 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Visual and textual information is deduced by the readers according to which of the following?

  a. Understanding
  b. Cultural social milieu
  c. Belongingness
  d. Both a & b

Options :
1. 1
2. 2
3. 3
4. 4

Question Number : 53 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

e principle according to James E. Gluing relates to

a. Organization
b. Institute
c. PR agency
d. Ad agency

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 54 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When two or more phenomena vary together, it is called ---

a. Spurious relation
b. Association
c. Relation
d. Co-variation

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 55 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A yardstick to provide applications for testing a concept is referred to as ---

a. Element
b. Theory
c. Operational definition
d. Stimulus

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 56 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

...ve answer to a research question is called ---

a. Assumption

b. Tentative concept

c. Conceptual definition

d. Hypothesis

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 57 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The normal level of measurement is ---

a. Discriminatory

b. Mutually-inclusive

c. Classificatory

d. Irreflexive

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 58 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Data processing involves ---

a. Mechanical rejection

b. Manipulation of results

c. Expansion of data

d. Transcription

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 59 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

y statistics will enable ---

   a. Data variation

   b. Data dispersion

   c. Data management

   d. Data concentration

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 60 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The results of non-parametric test ---

   a. Can be generalized

   b. Cannot be generalized

   c. Cannot be applied to nominal data

   d. Can be applied to ratio level data

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 61 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Higher level of probability will make us reject ---

   a. Research hypothesis

   b. Null hypothesis

   c. Positive research questions

   d. Statistical significance

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 62 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When an ideology provides an interpretation of everyday experience, it is known as ---

a. Validation
b. Explanation
c. Description
d. Critical perspective

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 63 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Herbert Schiller was critical of ---

a. Common man's culture
b. Ideology of culture
c. Media creativity
d. Corporatization of culture

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 64 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Nationalistic discourses will create

a. Free comments
b. Synthetic media campaigns
c. Truthful journalism
d. Proletariat power

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 65 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

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...cess of communication through which we involve others in our learning is called

A. Framing
B. Scaffolding
C. Dialogue
D. Inquiry

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 66 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the critical domain of media operation?

a. Cranky stereotype
b. Identity assertion
c. Feminist discourses
d. Cultural canvas

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 67 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the aim of media educators vis-à-vis their students?

a. Tell the students to love commercial messages
b. Tell the students not to reveal the commercial messages
c. To make students critical consumers of media
d. Tell students not to become citizens of media society

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 68 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

c research is

   i.   Public

  ii.   Mostly basic

 iii.   Private

Choose the correct answer using the following codes:

a. i) and ii) only

b. ii) and iii) only

c. i), ii) and iii)

d. i) and iii) only

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 69 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Evaluating the research done by certain agencies is known as

a. Primary analysis

b. Secondary analysis

c. Meta-analysis

d. Content analysis

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 70 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The generalization of findings leads to

a. Recurring expenses

b. Timeline maintenance

c. Internal validity

d. External validity

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 71 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

ent of predicted relationship of two or more variables is called

a. Research statement
b. Operational definition
c. Hypothesis
d. Research problem

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 72 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is an obstacle for a research project?

a. Poor planning
b. Simplest research
c. Not applying statistical methods
d. Innovativeness

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 73 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What can make media history interesting?

a. Anonymous references
b. Different frames
c. Public sphere accounts
d. Cross verification

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 74 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Horkheimer and Adorno describe the media audiences?

a. Engines of change

b. Rational citizens

c. Cultural dupes

d. Value-free experts

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 75 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Web logs are also called as

a. Portals

b. Vertals

c. Websites

d. Blogs

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 76 Question Type : MCQ Option Shuffling : No Display Question Number : No Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which medium enjoys very high chances of interactivity if the user desires

to give opinion in the form of feedback?

a. Television

b. Radio

c. Newspaper

d. Online media

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 77 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

awareness and knowledge regarding the use of a technology is found as

    a. Demographic divide

    b. Psychological divide

    c. Physical divide

    d. Socio-cultural divide

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 78 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many languages are recognized by the Indian Constitution at present?

    a. 22

    b. 21

    c. 18

    d. 14

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 79 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What were the total number of print media titles and newspapers in 2017 as per RNI?

    a. 125,000, 18,000

    b. 114,000, 16,000

    c. 127,000, 15,000

    d. 115,000, 17,000

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 80 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

...erence in ownership of radio sets between Census of 2001 and 2011 was pegged at ---

   a. 12 %

   b. 10 %

   c. No change at all

   d. 16 %

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 81 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who is credited with the statement "It is a medium that captures the imagination and brings people together"?

   a. Irina Bokova, DG, UNESCO

   b. Former UN Secretary General, Ban Ki Moon,

   c. Minal Pande, former chairman, Prasar Bharati

   d. Sean McBride, MacBride Commission

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 82 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Supreme Court of the country delivered a landmark judgment in the field of radio broadcasting. Mention the year of the judgment.

   a. 1993

   b. 1995

   c. 1994

   d. 1996

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 83 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

erence between the Freirian and UNESCO model of participation is that –

a. One talks about role of self and the other talks about self-management in participation

b. One talks about absolute participation while the other looks at it as a progressive process

c. One believes in participation in education and the other talks about community participation

d. There is basically no difference between the two approaches

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 84 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The book "The passing of traditional society: Modernizing the Middle East" was published in the year

a. 1958

b. 1968

c. 1978

d. 1948

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 85 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

India is being ranked _____in the human development index during 2017-18 as per the report of UNDP

a. 131 out of 180 countries

b. 87 out of 180 countries

c. 170 out of 180 countries

d. 47 out of 180 countries

Options :

1. 1

2. 2

3. 3

Question Number : 86 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Development communication is stated as an art and science of human
communication that is connected to a planned transformation of society
from a state of poverty to dynamic social change by

    a. Roman Jakobson

    b. Nora Cruz Quebral

    c. Roland Barthes

    d. Rosario braid

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 87 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is the TV serial based on development issues?

    a. Shakti

    b. Hum log

    c. Kulfi

    d. Sitara

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 88 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The book, "The information revolution and developing countries." was
written by

    a. Neil Postan

    b. Arvind Sinhal

    c. E. J. Wilson

    d. K J Joseph

Options :

1. 1

2. 2

3. 3

4. 4

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Correct Marks : 1 Wrong Marks : 0

Which of the following is not true?

a. 'Access rainbow' is determinist in nature

b. 'Access rainbow' looks into digital divide as more than the physical access to digital technology

c. Access rainbow involves various niceties of access

d. Qualitative concern for 'security' and 'ease of use' are crucial mediating factors in people's access to information

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 90 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Engaging in online communication and co-operation for meaningful online content is an important component of

a. Physical Access

b. Production Access

c. Financial Access

d. Cultural Access

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 91 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following variable does not determine the acceptance of technology?

a. Subjective norms of the household, community and society

b. Technology Phobia

c. Perceived enjoyment

d. Increasing population

Options :

1. 1

2. 2

3. 3

Question Number : 92 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Digital divide is defined as

    a. The gap between individuals, households, businesses and geographic areas at different socio-economic levels

    b. An inequality in access, distribution, and use of ICTs

    c. Exclusive supply of physical artefacts making it obtainable for targeted beneficiaries

    d. None of the above

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 93 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Nair and White, 'top-down' participation happens when –

    a. There is high participation of communicator and low participation of beneficiary

    b. There is low participation of both communicator and beneficiary

    c. There is high participation of beneficiary and low participation of communicator

    d. There is high participation of both communicator and beneficiary

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 94 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Mahaweli Community radio station belongs to

    a. Indonesia

    b. Bangladesh

    c. Sri Lanka

    d. India

Options :

1. 1

3. 3

4. 4

Question Number : 95 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which CSR model promotes the concept of "trusteeship"?

    a. Ethical Model

    b. Stakeholders Model

    c. Liberal Model

    d. All of the above

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 96 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

To become a good Science Communicator one should have

    a. Scientific attitude, understanding of Socio-cultural, economic and political situations, knowledge of indigenous practices and communication skills

    b. Knowledge on fashion

    c. Understanding of film genres

    d. Certificate course on French

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 97 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The main focus of Andragogical approach in teaching learning process is-

    a. Subject-centered

    b. Life-centered

    c. Teacher centered

    d. Students centered

Options :

1. 1

2. 2

3. 3

4. 4

Correct Marks : 1 Wrong Marks : 0

'Trolling' is a term associated with -

  a. Printing technology
  b. Social media
  c. Social marketing
  d. Peripheral knowledge

Options :

1. 1
2. 2
3. 3
4. 4

Correct Marks : 1 Wrong Marks : 0

Which of the following ideas was put forth by Manuel Castells?

  a. Machine-culture
  b. Internet of things
  c. Network society
  d. Being digital

Options :

1. 1
2. 2
3. 3
4. 4

Correct Marks : 1 Wrong Marks : 0

Which among the following is not true for endangered languages?

  a. They have few native speakers
  b. They have abundant literature in us
  c. Native speakers have migrated to other languages
  d. The young do not find advantage in learning the language

Options :

1. 1
2. 2
3. 3
4. 4