



M.A. II Semester Degree Examination, September/October - 2022
21JMCSEC2L/P : NEWS AND MEDIA ANCHORING

Time : 1 Hour

Maximum Marks : 30

Note : Answer **All** of the following questions. Each question carries **one** marks.

1. When did Doordarshan switch over to colour transmission ?
(a) 1980 (b) 1981 (c) 1982 (d) 1983
2. Which newspaper first launched an internet edition in India ?
(a) Times of India (b) The Hindu
(c) The Telegraph (d) Hindustan Times
3. Global village concept is put forward by _____.
(a) Robert Merton (b) Seon McBride
(c) Marshall McLuhan (d) Wilbur Schramm
4. AFP is _____ news agency.
(a) French (b) American (c) Pakistani (d) Palestine
5. P. Sainath is a :
(a) Fashion reporter (b) War photographer
(c) Environment reporter (d) Rural affairs reporter
6. Which is the face of the newspaper ?
(a) Headlines (b) Front page (c) Edit page (d) Masthead
7. Multimedia represents the convergence of text, pictures, video and _____ into a single form.
(a) News (b) Sound (c) Songs (d) All of the above
8. Which of the following denotes Internet radio broadcast ?
(a) Broadcast (b) Narrowcast (c) Podcast (d) Telecast
9. Multimedia reporters who are mobile with audio, video recorders and camera are often referred to as _____.
(a) Mobijourno (b) Mobile (c) Mojos (d) Journos



10. SITE was started in India in the year _____.
(a) 1950 (b) 1947 (c) 1975 (d) 1965
11. Headquarters of Doordarshan is at _____.
(a) Mumbai (b) Kolkatta (c) New Delhi (d) Patna
12. ABC is _____.
(a) Audience Before Camera (b) Audit Bureau of Circulation
(c) Additional Bureau of Circulation (d) Advertising Bureau of Channels
13. Who is given responsibility to convene the press conference of the Prime Minister ?
(a) Press Information Bureau (b) Doordarshan
(c) Registrar of Newspapers in India (d) All India Radio
14. The first Indian state to introduce a law on the Right to Information (RTI) was :
(a) Tamil Nadu (b) Goa (c) Rajasthan (d) Karnataka
15. What is the full form of DSLR ?
(a) Digital Single Lens Reflex (b) Direct Smart Lens Reflection
(c) Digital Smart Locus Ring (d) Direct Smart Lens Reflexion
16. Which of the following is the combination of sound bite and stand up ?
(a) Package (b) Talking heads (c) Voice-over (d) Supers
17. A smaller version of an image is called a :
(a) Clipart (b) Bitmap
(c) Portable network graphic (d) Thumbnail
18. Which is the main source of income of media ?
(a) Advertisements (b) Articles
(c) General news (d) None of these
19. When did India censor the media ?
(a) When there was Emergency in 1975-77
(b) When P.M. Indira Gandhi was Assassinated
(c) When bomb blasts took place
(d) None of the above
20. Pixels is _____.
(a) Digital image (b) Analogue (c) Vector (d) None of the above



21. The headquarters of the Central Board of Film Certification is at _____.
(a) New Delhi (b) Chennai (c) Mumbai (d) Hyderabad
22. _____ a private radio company was the first one to broadcast daily programmes.
(a) Indian Radio Shack (b) Indian Broadcasting Company
(c) Doordarshan (d) Radio Mirchi
23. Recently, Ministry of Information and Broadcasting has launched its account in which social media platform to counter fake news ?
(a) WhatsApp (b) Telegram (c) Instagram (d) Twitter
24. Tim Berners Lee invented _____.
(a) World wide web (b) Arpanet
(c) Hypertext editing system (d) Personal computer
25. The first English newspaper in India was started by :
(a) James Augustus Hicky (b) John Marshall
(c) Allen Hume (d) None of the above
26. What is SITE ?
(a) Television Experiment (b) Indian satellite
(c) Radio experiment (d) Entertainment experiment
27. Television is an _____ medium.
(a) Visual (b) Audio (c) Audio-visual (d) None of the above
28. The Press Council of India is a :
(a) Non-judicial body (b) Non-statutory body
(c) Quasi-judicial body (d) Private body
29. Interactive Media is known as :
(a) Media responds to users actions
(b) Linear media
(c) Print media
(d) None of the above
30. _____ started the newspapers Kesari and Maratha.
(a) Gopal Ganesh Agarkar and Bal Gangadhar Tilak
(b) Mahatma Jyotirao Phule and Krishnarao
(c) Dr. Rajendra Prasad
(d) Pandit Jawaharlal Nehru



