

**Foundation Course – I**

**Semester I**

**2020-21**

**Sample MCQs**

1. \_\_\_\_\_ refers to the shared patterns of behaviours and interactions, cognitive constructs and understanding that are learned by socialization
  - a. philosophy
  - b. knowledge
  - c. culture
  - d. enlightenment
  
2. The appreciation, acceptance, or promotion of multiple cultures, applied to the demographic make-up of a specific place is called
  - a. culture
  - b. multiculturalism
  - c. cultura animi
  - d. apartheid
  
3. Populations can change through three processes. They are
  - a. femininity, mortality, and migration
  - b. fertility, mortality, and demography
  - c. fertility, immortality, and migration
  - d. fertility, mortality, and migration
  
4. The latest census was conducted on
  - a. 2001
  - b. 2010
  - c. 2011
  - d. 2000
  
5. Female foeticide is the selective \_\_\_\_\_ of the female child, done deliberately by the mother, after the detection of the child's gender through medical tests.
  - a. adoption
  - b. abortion
  - c. identification
  - d. discrimination
  
6. IPC stands for \_\_\_\_\_.
  - a. Indian Penal Code
  - b. Indian Protection Code
  - c. International Public Code
  - d. International Penal Code

7. When was pre-conception and pre-natal diagnostic technique passed to prohibit sex determination?
- a. 1991
  - b. 2003
  - c. 1994
  - d. 1990
8. The violence which takes place within the household or by a known perpetrator is \_\_\_\_\_ violence.
- a. criminal
  - b. social
  - c. political
  - d. domestic
9. Which system guaranteed equal access in several spheres such as legal process, education, and public employment?
- a. Directive Principles
  - b. Fundamental Rights
  - c. Preamble
  - d. Election
10. The guidelines which are provided to the state & central governments for policy making & for achieving social economic and political justice known as
- a. Directive Principles
  - b. Fundamental Rights
  - c. Preamble
  - d. Election
11. What leads to violence & lawlessness in society
- a. Co-operation
  - b. Conflicts
  - c. Co-ordination
  - d. Festivals
12. Which border dispute is a dispute involving the Indian state of Karnataka and Maharashtra?
- a. Sangali
  - b. Pune
  - c. Belgaum
  - d. Kerala
13. Which type of citizenship is provided by constitution of India?
- a. Multi
  - b. Single
  - c. Dual
  - d. Triple



- c. demography  
d. philosophy
22. Multiculturalism is also known as  
a. ethnic pluralism  
b. indigenous  
c. homogeneity  
d. sons of the soil ideology
23. \_\_\_\_\_ refers to the movement of persons from a locality of origin to a destination place across some predefined, political boundary.  
a. mortality  
b. migration  
c. culture  
d. literacy
24. Which of the following is NOT derived from the Indo-Aryan language family?  
a. Gujarati  
b. Malayalam  
c. Punjabi  
d. Hindi
25. Identify the positive role of women portrayed in media.  
a. Beauty pageants and western standards  
b. Sex Symbol  
c. Awareness and Sensitization  
d. Stereotypical Images
26. An individual whose IQ is between 50-69 is called \_\_\_\_\_.  
a. Moderate mental retarded  
b. Mild mental retardation  
c. Severe mental retardation  
d. Profound mental retarded.
27. Hallucination is a type of \_\_\_\_\_ disorder.  
a. Down's syndrome  
b. Psychosis and neurosis  
c. Autism  
d. Learning disability
28. Gender is a \_\_\_\_\_ concept.  
a. sociological  
b. economic  
c. biological  
d. psychological
29. The caste Factor is more prominent among the \_\_\_\_\_ than any other community.  
a. Muslim  
b. Christians  
c. Hindus  
d. Buddhist

30. A \_\_\_\_\_ state is an idea pertaining to secularity, whereby a state is or purports to be officially neutral in matters of religion, supporting neither religion nor irreligion.
- a. Communal
  - b. Regional
  - c. Secular
  - d. Casteist
31. Which river caused a water dispute between states of Maharashtra, Karnataka and Andhra Pradesh?
- a. Krishna
  - b. Kaveri
  - c. Koyana
  - d. Ganga
32. Religious fundamentalism leads to
- a. Communalism
  - b. Casteism
  - c. Regionalism
  - d. Linguism
33. The word \_\_\_\_\_ refers to equal respect to all religions.
- a. Republic
  - b. Sovereign
  - c. Secular
  - d. Socialist
34. The representative and responsible government system is accepted under the term
- a. Democratic
  - b. Autocratic
  - c. Liberty
  - d. Politics
35. Which justice assures the universal adult franchise, equal opportunity to all citizens and protection to minority in preamble?
- a. Social
  - b. Economic
  - c. Political
  - d. Liberal
36. Which word refers to individual freedom of thought, belief, expression, faith & worship?
- a. Dignity
  - b. Equality
  - c. Freedom
  - d. Liberty
37. The concept of coalition Party system in India began from\_\_\_\_\_.

- a. 1980s
- b. 1990s
- c. 1970s
- d. 2000s

38. One of the reasons for the decline in the strength of national parties is the emergence of numerous \_\_\_\_\_ parties.

- a. National
- b. Regional
- c. Ad-Hoc
- d. Communal

39. Every Political Party is based on some \_\_\_\_\_.

- a. Principles
- b. Ideology
- c. Principals
- d. Ideas

40. The Rural Self-Government in India is also known as \_\_\_\_\_

- a. Bharat Raj
- b. Panchayat Raj
- c. Prosperous Raj
- d. Janata Raj

41. \_\_\_\_\_ is seen more as a way of life rather than a religion.

- a. Christianity
- b. Islam
- c. Hinduism
- d. Zoroastrianism

42. \_\_\_\_\_ is the belief that the universe (or nature as the totality of everything) is identical with divinity, or that everything composes an all-encompassing, immanent God.

- a. Monotheism
- b. Polytheism
- c. Pantheism
- d. Atheism

43. \_\_\_\_\_ is one of the causes of female foeticide.

- a. Dowry System
- b. Gender Equality
- c. Literacy
- d. Strict Law

44. According to the National Crime Records Bureau's facts \_\_\_\_\_ out of 10 women in India face violence in their homes.

- a. 6
- b. 5



## Effective Communication Skills I

Semester: I

FYBAMMC

SR. NO	QUESTION TEXT	OPTION 1	OPTION 2	OPTION 3	OPTION 4
	<b><u>unit 1</u></b>				
1	Communication is a non-stop _____.	Paper	Process	Programme	plan
2	Communication is a part of the ----- ----skills	Hard	Rough	Short	soft
3	The _____ is the person who transmits the message.	Receiver	Driver	Sender	Cleaner
4	_____ is the person who notices and decodes and attaches some meaning to a message.	Receiver	Driver	Sender	Cleaner
5	Message is any signal that triggers the response of a _____	Receiver	Driver	Sender	Cleaner
6	The response to a sender's message is called _____.	Food bank	Feedback	Food	Back
7	Environmental barriers are the same as _____ noise.	Physiological	Psychological	Sociological	Physical
8	_____ refers to all these factors that disrupt the communication.	Nonsense	Noise	Nowhere	Nobody
9	Our dress code is an example of _____ communication.	Verbal	Nonverbal	Written	Spoken
10	The sound system of a language	Phonology	Phonemes	Larynx	Tongue

	which is known as - -----				
11	In business, oral communication is face-to-face:	in some situations	in all but one situation	in all situations	in no situation
12	The foremost barrier to oral communication is:	interestedness	poor listening	concentration	humility
13	The effectiveness of oral communication depends on the speaker's ability to use:	simple language,	foreign words	long sentences	complex words
14	Oral communication is also known as:	face-to-face communication	verbal communication	impersonal communication	non-verbal communication
15	The message may be misinterpreted because of _____	Barriers	Distortions	Distractions	Noise
16	<b><u>unit 2</u></b>				
17	To sensationalize and dramatize reporting by certain news channel of the news of demise of Sreedevi is an example of	Citizen Journalism	Yellow Journalism	Reporting and Journalism	Red Journalism
18	What is the full form of PPC?	Pay Per click	Paid Portal Content	Pay Per Content	Pay per Cart
19	_____ is the process of adding geographical identification metadata to various media	Geotagging	Tagging	GPS tagging	Google Tagging
20	Turnitin is a software that helps us check for _____ which involves stealing somebody's work or ideas and presenting them as your own work.	Plagiarism	Propaganda	Infringement	Piracy
21	Facebook, LinkedIn, Instagram, Reddit	Social Media	Social Tools	Social Marketing	Social Networking

	are examples of _____				
22	A word or phrase preceded by a '#' used within a social media post to identify a keyword or topic of interest and facilitate a search for it is called as	Tag	Hashtag	Tweet	Geotag
23	_____ is a the practice of using a network of remote servers hosted on the internet to store, manage, and process data, rather than a local server or a personal computer.	Cloud computing	Cause marketing	Embedding	Social Networking
24	_____ is information such as author, date created, date modified, file size, etc that describes media items like videos, photos or posts.	Platform	Metadata	Widget	Permalink
25	When a work is donated by the creator or when the copyright of the work expires, its said to be on _____.	Platform	Public domain	Social Media	Public Media
26	Drupal, Joomla and WordPress are examples of	Content Management Systems	Application programming interface	Technology Stewards	Really Simple Syndication
27	_____ is an internationally active non-profit organisation that provides free licences for creators to use when making their	Creative Commons	Copyright	Copyleft	Creative Commons

	work available to the public.				
28	_____ refers to a type of blog where most or all of the content is in a video format.	Vlog	Tiktok	E-blog	Feed
29	_____ is a type of newspaper that has smaller pages, many pictures, and short reports and often attract readers with sensational headlines.	Periodical	Broadsheet	Tabloid	Bulletin
30	_____ is an electronic version of a book that can be read on a computer or a handheld device.	Kindle	E-book	E-reader	Epub
31	A video that records what is displayed on a computer screen and is usually accompanied by an audio narration is called	Livcasting	Screensharing	Lifecasting	Screen casting
	<b><u>unit 3</u></b>				
32	In _____ type of thinking a person is not allowed to slow down.	lateral	creative	logical	intuitive
33	Thinking out of the box is	rational	logical	lateral	creative
34	Developing a bias against or in favor of a part than the whole is	extremes	prejudices	partialism	egocentricity
35	Giving a verdict before the conclusion of a trial is	magnitude	prejudices	partialism	extremes
36	Which of these is not a step in the listening process?	Receiving	Hearing	Misinterpreting	Responding

37	Which of these is the first step in the listening process?	Receiving	Feedback	Evaluation	Remembering
38	_____ is the last step of the listening process.	Receiving	Feedback	Evaluation	Remembering
39	Which of these is not a type of listening?	Critical listening	Superficial listening	Musical listening	Emphatic listening
40	Which of these types of listening lacks depth?	Critical listening	Superficial listening	Evaluative listening	Emphatic listening
<b><u>unit 4</u></b>					
41	_____ is important, especially when a translator is translating documents that are sensitive in nature like legal papers.	Adherence	Patience	Confidentiality	Confidence
42	A good translator must have the proficiency in using _____ translation techniques utilizing multiple softwares.	computerised	academic	oral	written
43	Translation is a tedious process and hence demands long hours of _____.	concentration	rest	understanding	eating
44	_____ towards deadlines is considered to be an excellent quality associated to a translator.	Patience	Adherence	Confidence	Confidentiality
45	A translator should possess a good knowledge of _____.	academics	politics	people	cultures
46	A good translator reflects an _____ approach towards his work.	impatient	impartial	biased	lazy

47	The most important role of a translator is to have an immaculate command over _____.	history	numbers	languages	philosophy
48	An in-depth knowledge of both the source and _____ language is quintessential for a translator.	target	research	academic	cultural
49	While translating legal documents, a translator must understand legal _____.	rules	deadlines	terminologies	judgements
50	A translator who is free of _____ can do a relatively better job, while translating.	emotions	awareness	anger	prejudices

# Fundamentals of Mass Communication

## Sample Questions

### Sem 1

- 1) Written communication include
  - a) printed and hand written matter
  - b) speech
  - c) Monologues
  - d) signs and symbols
- 2) What is the basis for intra-personal communication?
  - a) Expectation
  - b) Perception
  - c) self-concept
  - d) none
- 3) Direct face to face communication between the sender and the receiver of a message can be termed as \_\_\_\_\_ communication.
  - a) Organizational
  - b) cross-culture
  - c) inter-personal
  - d) intra-personal
- 4) Sender and receiver should be available in the process of communication through a
  - a) medium
  - b) channel
  - c) middle management
  - d) mediator
- 5) \_\_\_\_\_ marked the beginning of modern world.
  - a) reading
  - b) Printing
  - c) telegraph
  - d) radio
- 6) Which is a call-and-response chanting or musical conversation
  - a) Bhajan
  - b) ghazal
  - c) Kirtan
  - d) mantra

- 7) It suggests arrival of deity
- nagada
  - davandi
  - manjira
  - table
- 8) A vital mode of communication in many parts of Maharashtra
- speech
  - street play
  - Powada
  - yatra
- 9) Which of the following is not a magazine type?
- Daily
  - bi-monthly
  - bi-weekly
  - quarterly
- 10) Which one of the following is considered as the cheapest source of information?
- Internet
  - Television
  - Radio
  - all of these
- 11) Name the first Indian film.
- Pather Panjali
  - Life of Christ
  - Raja Harischandra
  - Mother India
- 12) Earlier, \_\_\_\_\_ was considered to be the backbone of the communication industry.
- Radio
  - Television
  - Internet
  - Books
- 13) Color television was introduced in India in the year
- 1985
  - 1984
  - 1983
  - 1982
- 14) Lavani and Tamasha are mainly the folk of which state?
- Guajarat
  - Maharashtra

- c) Mizoram
- d) Kerala

15) As what function does Mass Media examine the Society and its activities?

- a) Surveillance
- b) Transmission
- c) Interpretation
- d) Development

16) \_\_\_\_\_ messages are comprised of three components: verbal, vocal and metaverbal

- a) Written
- b) Spoken
- c) Gesture
- d) Touch

17) In which Indian city first radio station was established?

- a) Calcutta
- b) Delhi
- c) Bombay
- d) Madras

18) Who is considered as father of Indian Cinema?

- a) Dadasaheb Torne
- b) Dada Kondke
- c) Dadasaheb Phalke
- d) V. Shantaram

19) Which one of the following is not an example of special interest magazine?

- a) Traveller
- b) India Today
- c) Femina
- d) Business Today

20) Which of the following political leader was compared to Abraham Lincoln for presenting 'sense of hope' to people in United States?

- a) Joe Biden
- b) Ronald Reagan
- c) Donald Trump
- d) Barrack Obama

21) Which of the following movement was launched as a tribute to 150th birth Anniversary of Mahatma Gandhi?

- a) Green India Clean India
- b) Make in India
- c) Swachh Bharat Abhiyan

d) Fit India Movement

22) Facebook is an example of which form of media?

- a) Social Media
- b) Traditional Media
- c) Broadcast Media
- d) Grey Media

23) Which social network is considered the most popular for business to business marketing?

- a) Facebook
- b) Orkut
- c) Ryze
- d) LinkedIn

24) Which one of the following is an example of media convergence?

- a) Newspaper
- b) TV
- c) Smart Phone
- d) Magazine

25) Under the \_\_\_\_\_ communication model there is a process through which information is filtered for dissemination

- a) Safekeeping
- b) Gatekeeping
- c) Understanding
- d) Communicating

26) The first book that Johannes Guttenberg had printed was the \_\_\_\_\_

- a) The Holy Bible
- b) Gulliver's Travels
- c) The Declaration of the Rights of Man and of the Citizen
- d) American Consitution

27) Which one of the following is not a role of Mass Media?

- a) Development
- b) Education
- c) Entertainment
- d) Manipulate

28) Who invented the Cinematograph in 1895?

- a) Thomas Edison
- b) Lumiere Bros.
- c) Edward S. Porter
- d) Georges Melies

29) Much before the introduction of film three elements were vital in Indian culture \_\_\_\_\_, nritya and nritya.

- a) natya
- b) sangeet
- c) geet
- d) kusti

30) Which of the following is a unique characteristic of Indian cinema?

- a) Montage
- b) Realism
- c) Western
- d) Songs & Dance

31) The Golden Era of Indian Cinema is considered from

- a) 40's and 50's
- b) 50's and 60's
- c) 80's and 90's
- d) 60's and 70's

32) Which one of the following is included in New Media?

- a) Niche magazine
- b) Web Advertising
- c) OOH
- d) television

33) What does 'Berliner' mean?

- a) Headline
- b) Newspaper format
- c) Pull out quotes
- d) none of the above

34) Viewer-ship in broadcast media depends on the \_\_\_\_\_.

- a) number of audiences
- b) Television Rating Point
- c) quality of news
- d) actors

35) Who was the one to send first radio signals?

- a) Heinrich Hertz
- b) Nikola Tesla
- c) Guglielmo Marconi
- d) Thomas Edison

36) Owing to evolution of technology, what was the medium introduced for long distance communication?

- a) telephone
- b) letters

- c) telegraph
- d) courier

37) Name of the first Indian talkie film

- a) Alam Ara
- b) Raja Harishchandra
- c) Mother India
- d) Pather Panchali

38) What has been used as a vehicle to convince and influence individuals for ages?

- a) Mass media
- b) CD-ROM
- c) Printing press
- d) Television

39) Which of the following is NOT an advantage of Social Media.

- a) Source of Information
- b) Marketing
- c) Brings people together
- d) Change of Lifestyle

40) \_\_\_\_\_ was the first to take an initiative and design the communication model.

- a) Shannon & Weaver
- b) George Gerbner
- c) Matilda White Riley
- d) Aristotle

41) Books have a \_\_\_\_\_.

- a) Articles
- b) Shelf Life
- c) Quality
- d) Quantity

42) \_\_\_\_\_ stimulates change, expedites demand for its own services and contributes to the climate of cultural and political freedom in which media can operate better.

- a) Socio Cultural Dimension
- b) Mass Communication
- c) Economic Convergence
- d) Media Convergence

43) Who among the following compared the process of communication with ripples?

- a) Hiebert, Ungurait and Bohn
- b) Micheal Fisher
- c) Lasswell
- d) Shannon and Weaver

44) Barack Obama was \_\_\_\_ president of America

- a) 41st
- b) 45th
- c) 42nd
- d) 44<sup>th</sup>

45) What is a 'vlog'?

- a) Video Log
- b) Video Blog
- c) Log of blog activity
- d) Process of blogging

46) Media comes from a \_\_\_\_\_ word medium.

- a) Greek
- b) Latin
- c) French
- d) Spanish

47) Why does media act as a mirror to the society?

- a) it covers political agendas
- b) it creates awareness
- c) it reflects the incidents in the society
- d) makes use of various mediums

48) \_\_\_\_\_ is paid communication to promote a product, service, brand or cause through the media.

- a) Advertising
- b) Public Relations
- c) Media
- d) Marketing

49) The primary purpose of a pioneering advertisement is to

- a) Promote a specific brand's features and benefits
- b) Inform the target market
- c) Show one brand's strengths relative to those of competitors
- d) Reinforce previous knowledge of a product

50) Which among them is not a function of advertising;

- a) Eliminate seasonal fluctuations
  - b) Creates confidence in quality
  - c) Balancing consumers' budget
  - d) Increase in per-capita use
-

History of Media Sample Questions Sem I Dec 20-21

- 1) Which was the first newspaper published in India?
  - a) Bengal Gazette
  - b) Samachar Darpan
  - c) Mumbai Samachar
  - d) The Times of India
  
- 2) Which was the first vernacular paper in India?
  - a) Bengal Gazette
  - b) Samachar Darpan
  - c) Mumbai Samachar
  - d) The Times of India
  
- 3) Which was the oldest daily in India?
  - a) Bengal Gazette
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- 4) Which is the oldest English daily in India?
  - a) The Hindustan Times
  - b) The Statesman
  - c) The Times of India
  - d) The Indian Express
  
- 5) Which is the largest selling English daily in India according to IRS 2012?
  - a) Hindustan Times
  - b) The Economic Times
  - c) The Hindu
  - d) The Times of India
  
- 6) By \_\_\_the press was growing rapidly
  - a) 1850
  - b) 1860
  - c) 1870
  - d) 1880

7) Lord Wellesley enacted \_\_\_\_ act

- a) Censorship press act 1799
- b) Vernacular press act 190
- c) Registration act 1867
- d) Incitement to offence 1908

8) This act was a revision of the Vernacular Act that empowered the local government to demand a security at registration from the printer/publisher and forfeit/deregister if it was an offending newspaper \_\_\_\_

- a) Censorship press act 1799
- b) Indian press act 1910
- c) Registration act 1867
- d) Incitement to offence 1908

9) \_\_\_\_\_ is targetted at the young, upcoming Bengali, who are looking beyond tradition and heritage, in their quest to keep page with the changing times.

- a) Sangbad Pratidin
- b) Bartaman
- c) Ebela
- d) Ganadabi

10) The \_\_\_\_ is a Bengali newspaper started in 1981.

- a) Aajkaal
- b) Bartaman
- c) Ebela
- d) Ganadabi

11) \_\_\_\_\_ has the highest circulation of the newspaper in Bengal.

- a) Anand Bazar Patrika
- b) Bartaman
- c) Ebela
- d) Ganadabi

12) The "Dainik Jagran" has \_\_\_\_ editions and the only daily to print over 200 sub-editions

- a) 30
- b) 31
- c) 32

d) 33

13) \_\_\_\_\_ is the initiator in the development of 'Journalism in Rajasthan'.

- a) Rajesthan patrika
- b) Punjab kesari
- c) The Tribune
- d) Dainik Bhaskar

14) The Anandabazar Patrika, is rightly called the " \_\_\_\_\_

- a) Voice of Bengal.
- b) Noise of Bengal
- c) Sound of Bengal
- d) Light of Bengal

15) The \_\_\_\_\_ is as technically advanced as the Sakal. It uses state of the art machinery, and is published all across northern India.

- a) Dainik Bhaskar
- b) Sakal
- c) Navbharat times
- d) Amar Ujala

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31) \_\_\_\_\_shots that set up the who/what/when & where for what reason will come later.

- a) Narrative shots
- b) Exposition Shots
- c) Wrap up shots
- d) Full length Shots

32) \_\_\_\_\_ is viewed as Father of Indian cinema

- a) Yash Chopra
- b) Raj Kapoor
- c) Dada saheb phalke
- d) Karan Johar

33) \_\_\_\_\_ turned itself into an English language newspaper from original Bengali.

- a) Patrika
- b) Amrit Bazar patrika
- c) Som Prakash
- d) Dainik Bhaskar

34) Som Prakash was established by \_\_\_\_\_

- a) Ishwar Chandra Vidyasagar
- b) Ishwar Chandra Maurya
- c) Ishwar Gupta
- d) Raja Ram Mohan Roy

35) DNA was launched in 2004 in \_\_\_\_\_

- a) Delhi
- b) Chandigarh
- c) Mumbai
- d) Nagpur

36) The Michael Moore style that uses subject experience to share an emotional response with the world.

- a) Expository Documentaries
- b) Poetic Documentaries
- c) Observational Documentaries
- d) Performative Documentaries

37) The Michael Moore style that uses subject experience to share an emotional response with the world.

- a) Expository Documentaries
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- c) Observational Documentaries
- d) Performative Documentaries

38) Short films are funded by \_\_\_\_\_

- a) Production house
- b) Academy
- c) School
- d) Film grant & NGO

39) \_\_\_\_\_ contained 69 melodies.

- a) Indra Sabha
- b) Alam Ara
- c) Indra Noor
- d) Noor

40) The Label Cinema Verite or \_\_\_\_\_

- a) Cinema of Reality
- b) Cinema of Truth
- c) Cinema of Sadness
- d) Cinema of reel

41) The Indian documentary was pioneered by 3 \_\_\_\_\_ trained film makers.

- a) Indian
- b) Russian
- c) Italian
- d) European

42) In 1947, Paul Zils with fali Billimora established \_\_\_\_\_.

- a) Documentary Unit of India
- b) The Academy of Motion Picture Arts & Science.
- c) The School of Motion Picture Arts & Science.
- d) The Academy of Moving Picture Arts & Science.

43) In 1949 and 1950 as many as \_\_\_\_\_ black and white documentaries were made.

- a) 30
- b) 31
- c) 32
- d) 33

44) In 1949 and 1950 as many as black and white documentaries were made & there were dubbed in \_\_\_\_\_ Indian language.

- a) 3
- b) 4

c) 5

d) 6

45) In June 1949 the first 3 documentary films were \_\_\_\_\_

a) The Vanishing Tribe

b) Kashmir carries on

c) Zalzala

d) Hindustan Hamara

46) The first Indian documentary to win an international award in a foreign festival was \_\_\_\_\_

a) Rajesthan Series I \_ Ajmer

b) Rajesthan Series I \_ Jaipur

c) Rajesthan Series I \_ Udaipur

d) Rajesthan Series I \_ Alwar

47) Dinnath Gopal Tendulkar was an Indian writer and author of 8 Volume history of Mahatma Gandhi titled \_\_\_\_

a) Mahatma: Life of Mohandas Karamchand Gandhi

b) Mahatam's life

c) MK Gandhi

d) Gandhi

48) Frequency Modulation (FM) Radio was invented by?

a) Edwin. H. Armstrong

b) Jacques Diouf

c) Andy Zeollick

d) Mckarthy wolf

49) CAS full form

a) Cable Access System

b) Conditional Access systems

b) Channel Access systems

c) Control Access systems

50) \_\_\_\_\_ allows viewers to pause, rewind and replay like TV.

a) VOD

b) PVR

c) LCO

d) MSO





10. When India-china fought the deadliest war?  
 A 1947                                      B 1971                                      C 1995                                      D 1962
11. Tejasvi Yadav became popular in Bihar because of\_\_\_\_\_.  
 A Migrants workers and youth      B Women Voters      C Senior Citizens      D Armed Forces
12. What is the name of the scheme introduced for building urban infrastructure?  
 A Stand up India                              B Smart Cities Project                              C Make in India                              D Bug cities project
13. Which of the following book describes the inner-self of Narendra Modi?  
 A Premtirth                                      B Jyotipunj                                      C Sakshibhav                                      D Samajaik Samrasata
14. \_\_\_\_\_the party moved from solely advocating a pro-Marathi ideology to one supporting a broader Hindu nationalist agenda as it aligned itself with the\_\_\_\_\_  
 A BJP, Shiv Sena                              B Shiv Sena, BJP                              C MNS, Shiv Sena                              D MNS. Shiv Sena
15. Which Indian state was first to come up with water conservation policy?  
 A Kolkata                                      B Tamil Nadu                                      C Maharashtra                                      D Meghalaya
16. Which of the following is LPG subsidy?  
 A Pahal                                      B Prahar                                      C Prakash                                      D Pratham
17. The \_\_\_\_\_ decided to establish the United Nations mission in the Republic of South Sudan.  
 A General Assembly                              B ECOSOC                                      C Secretariat                                      D Security Council
18. The ICJ is composed of \_\_\_\_\_ judges.  
 A 15                                      B 12                                      C 9                                      D 10
19. The function of the International court of Justices is\_\_\_\_\_  
 A To settle disputes between nations                              B To settle disputes between different states of a country                              C To settle differences between NRI's and their governments                              D To settle criminal cases against members of the UN
20. Identify which is not an example of AI.  
 A Online credit / debit card transactions                              B Paying in cash at grocery store                              C Robotics                                      D Face Recognition in social media, phones

21. Who is the Brand ambassador of BBBP scheme?

Madhuri Dhikshit                      Shilpa Shetty                      Smriti Irani                      Saakshi Mallik

22. The 2020 Tanishq advertisement got hate due to people criticising it for what reason?

Spreading fake news                      Promoting child labour                      Promoting triple talaq                      Promoting Love Jihad

23. What is the most common platform for fake news?

Radio                      Word of Mouth                      Poster                      Social Media

24. Which media critiquing website did ABHINANDAN SEKHRI co-found ?

Brut                      Vice                      Scoop Whoop                      News Laundry

25. Which chief minister of Maharashtra replaced the Worli - Haji Ali sea link with the coastal road project?

Devendra Fadnavis                      Uddhav Thachakery                      Ashok Chavan                      Prithviraj Chavan

26. Name the Ministry which has launched the Champions portal a technology driven control room - Cum - Management information system

Ministry of commerce and industry                      Ministry of Co-operate affaris                      Ministry of Defence                      Ministry of Micro, Small and medium Enterprises

27. Use of computers technology to add on sound, visuals and other effects to the real person is called \_\_\_\_\_

Virtual Reality                      VFX                      CGI                      Augmented Reality

28. The recent flare up of tension between India and China is linked to control over the \_\_\_\_\_

Bhutan                      Tibet                      Kargil                      Doklam plateau

29. Which scheme aims at enhancing rural road connectivity.

Beti Bachao Beti Padhao                      Pradhan Mantri Jan Dhan Yojna                      Pradhan Mantri Suraksha Bima Yojana                      Pradhan Mantri Gram Sadak Yojana

30. What is the name of the scheme introduced to support women & SC/ST entrepreneurs?
- |                |                |               |                  |
|----------------|----------------|---------------|------------------|
| Stand up India | Rurban Mission | Digital India | Shiksha Abhiyaan |
|----------------|----------------|---------------|------------------|
31. Solar alliance is between India and which other nation?
- |       |         |        |            |
|-------|---------|--------|------------|
| Italy | Germany | France | Bangladesh |
|-------|---------|--------|------------|
32. The editor of this news channel was arrested by the Mumbai police for charges of abettment to suicide?
- |             |                  |             |               |
|-------------|------------------|-------------|---------------|
| Prannoy Roy | Rajdeep Sardesai | Barkha Dutt | Arnab Goswami |
|-------------|------------------|-------------|---------------|
33. Identify the person accused by Delhi Police under sedition for delivering inflammatory speeches against Citizenship (Amendment) Act (CAA) and National Register of Citizens (NRC)
- |               |                |                |              |
|---------------|----------------|----------------|--------------|
| Sharjeel Imam | Bharat Bhushan | Safoora Zargar | Kapil Sibbal |
|---------------|----------------|----------------|--------------|
34. The Scheduled Tribe population represents\_\_\_\_\_.
- |  |   |                                |   |
|--|---|--------------------------------|---|
| One of the most economically impoverished and marginalized groups in India | The most economically advanced group in India | The largest vote bank in India | The group having the largest political representation |
|--|---|--------------------------------|---|
35. The simulation of human intelligence in machines that are programmed to think and act like humans is called
- |                       |                        |     |                         |
|-----------------------|------------------------|-----|-------------------------|
| Intelligence Quotient | Emotional Intelligence | CGI | Artificial Intelligence |
|-----------------------|------------------------|-----|-------------------------|
36. Flight simulations, battlefield simulations, medical training, vehicle simulation are all examples of\_\_\_\_\_.
- |             |                   |                 |           |
|-------------|-------------------|-----------------|-----------|
| Video games | Augmented Reality | Virtual Reality | Role play |
|-------------|-------------------|-----------------|-----------|
37. Which bodies are established directly by the Constitution of India?
- |                        |                |       |                       |
|------------------------|----------------|-------|-----------------------|
| Semi government bodies | Statutory Body | MNC's | Constitutional Bodies |
|------------------------|----------------|-------|-----------------------|
38. The Ministry responsible for airport facilities, air traffic services and carriage of passengers and goods by air is called\_\_\_\_\_
- |                     |                             |                            |                          |
|---------------------|-----------------------------|----------------------------|--------------------------|
| Ministry of Defence | Ministry of Foreign Affairs | Ministry of Civil Aviation | Ministry of Home Affairs |
|---------------------|-----------------------------|----------------------------|--------------------------|
39. Which Ministry purposed is developing education, research and propagation of indigenous alternative medicine systems in India?

Ministry of AYUSH                      Ministry of Foreign Affairs                      Ministry of Rural Development                      Ministry of Tribal Affairs

40. On 9th July 2011 \_\_\_\_\_ became the newest country in the world to get independence.

North Sudan                      Libya                      South Sudan                      North Korea

41. George Floyd Incident of a black man dying while being pressed by a white police officer which led to Black Lives Matter Incident shows that \_\_\_\_\_.

More black men commit crimes                      The Government is allowing systemic racism in the police                      It's a normal incident                      Interaction between a policeman and a criminal

42. Article 370 was controversial because \_\_\_\_\_.

It could bar Indians from outside the state from purchasing property or settling there.                      J& K is a Muslim majority State                      It was a hot bed of terrorism                      There is telecom and media blackout in the State

43. What is the name of the scheme introduced for the facility of affordable housing for all?

Pradhan Mantri Akash Yojana                      Pradhan Mantri Awaas Yojana                      Rashtrapati Niwara Yojana                      Pradhan Mantri Ghar Yojana

44. Those government bodies which have the sole right and power to establish their own laws and code of conduct are called \_\_\_\_\_

Statutory Body                      Autonomous government bodies                      NGO                      State government

45. Protection of Human Rights Bill was passed in the year?

2018                      2019                      2015                      2016

46. Who is the Vice President Elect of USA after the recent USA elections?

A Mindy Kaling                      B Hillary Clinton                      C Kamala Harris                      D Nikki Haley

47. What was agreed to in the "Paris Agreement" that came out of COP-21, held in Paris in 2015?

To protect biodiversity and end the deforestation of the world's rainforests

To keep global temperature rise well below 2°C pre-industrial levels and to pursue a path to limit warming to 1.5°C.

To limit sea level rise to 3 feet above current levels

To pursue a goal of 100% clean, renewable energy

48. Line 3 of Mumbai Metro from Cuffe Parade to AAREY was under a conflict with environmentalists because \_\_\_\_\_.

They were cutting trees in Aarey Milk Colony for a Metro car shed reducing forest cover

The tunnels engineering was not safe

Affected families were not rehabilitated

The costs were going up

49. International affairs, political affairs and business news comes under?

Feature News

Breaking News

Soft news

Hard News

50. The Samyukta Maharashtra Movement was a movement demanding\_\_\_\_\_.

A separate state of Maharashtra

A separate state of Gujarat

A separate state of Vidarbha

A combined state of Maharashtra and Gujarat

# **VSIT VISUAL COMMUNICATION PAPER**

## **SAMPLE SET**

1. In 1827, who took the first photograph?

- A) Johannes Gutenberg
- B) James Gibson
- C) Julian Hochberg
- D) Joseph Niepce

2. Who is considered to be ancient India's greatest Sanskrit dramatist?

- A) Kalidasa
- B) Bhavabhuti
- C) Harsha
- D) Bharata Muni

3. Which theory explains “eye-fixations” as a way for viewers to make sense of their own perceptions?

- A) Ecological Theory
- B) Gestalt Theory
- C) Constructivism Theory
- D) Semiotic Theory

4. Which platform is considered as the dark horse of the social media race?

- A) Pinterest
- B) Twitter
- C) Tumblr
- D) TikTok

5. \_\_\_\_\_ colors are created by mixing both primary and secondary colors to form a hybrid.

- A) Secondary
- B) Tertiary
- C) Quaternary
- D) Primary

6. According to which theory many meanings can be made from a single TV scene because viewers interpret images based on their own cultural experiences?

- A) Cultivation Analysis Theory
- B) Visual Ethics Theory

- C) Cultural Studies Theory
- D) Visual Literacy Theory

**7. In Professor Albert Mehrabian's communication model how much percent of communication is dedicated to facial expressions?**

- A) 55%
- B) 7%
- C) 33%
- D) 38%

**8. Which journalism has more influence on public thinking and opinion?**

- A) Citizen Journalism
- B) Advocacy Journalism
- C) Real Time Journalism
- D) Photographic Journalism

**9. Which sign indicates having a logical, common-sense connection to the thing or idea they represent?**

- A) Iconic
- B) Indexical
- C) Symbolic
- D) The Signified

**10. PUBG's creator video game company Bluehole is situated in which country?**

- A) South Korea
- B) Japan
- C) North Korea
- D) China

**11. What type of colors are black, white, brown and grey?**

- A) Warm
- B) Cool
- C) Neutral
- D) Primary

**12. From these, which principle of gestalt does not come in use for newspaper headlines?**

- A) Similarity
- B) Closure
- C) Proximity
- D) Symmetry

**13. Which side of the brain is holistic and emotional , and has the ability to recognize faces?**

- A) Left
- B) Central
- C) Right**
- D) Front

**14. When an additive mix of white or black is added to a colourant causing saturation in it compared to the parent colour, it is called?**

- A) A Tint
- B) A Hue
- C) A Value
- D) A Chroma**

**15. Which Indian TV show was created on the lines of a Mexican series Ven Conmigo using the education-entertainment methodology?**

- A) Hum Paanch
- B) Haas Parihaasth
- C) Ramayan
- D) Hum Log**

**16. What is the full form of the advertising model AIDA?**

- A) Action, Interest, Desire, Attention
- B) Act, Influence, Decide, Attempt
- C) Attention, Interest, Desire, Action
- D) Accept, Innovate, Dedicate, Attention**

**17. Measuring which colour combinations are pleasing to the eye and which are not is called?**

- A) Colour Scheme
- B) Colour Temperature
- C) Colour Temperature
- D) Colour Harmony**

**18. Studying the interaction that takes place between the medium and its audience is a part of which theory?**

- A) Reception Theory
- B) Gestalt Theory
- C) Aesthetic Theory
- D) Cognitive Theory**

**19. The technique of combining hand drawn characters into live action animated shots is called?**

- A) Rotoscoping
- B) Limited Animation
- C) Stop Motion Animation
- D) Live Action Animation

**20. During image analysis, what is the perspective called when image viewing is influenced by the use of lights, position and presentation of the image?**

- A) Historical Perspective
- B) Technical Perspective
- C) Critical Perspective
- D) Ethical Perspective

**21. A combination of using the complementary color scheme and the analogous color scheme, gives us which scheme?**

- A) Monochromatic Scheme
- B) Triadic Scheme
- C) Split Complementary Scheme
- D) Tetradic Scheme

**22. The term Meme was created in which year?**

- A) 1976
- B) 1979
- C) 1870
- D) 2005

**23. Gestalt principle occurs when elements are placed close together, such that they tend to be perceived as a group.**

- A) Similarity
- B) Symmetry
- C) Continuation
- D) Proximity

**24. What helps the audiences of informative and persuasive speeches understand the topic being presented?**

- A) Visual Aids
- B) Visual Rhetoric
- C) Visual Metaphor
- D) Visual Presentation

**25. In which century was the process of traditional animation used in most animated films?**

- A) 18th Century
- B) 21st Century
- C) 20th Century
- D) 19th Century

**26. \_\_\_\_\_ is the study of hues as a determinant of human behaviour.**

- A) Colour Harmony
- B) Colour Temperature
- C) Colour Contrast
- D) Colour Psychology

**27. What is the full form of GIFs?**

- A) Good Intelligent Features
- B) Graphics Interchange Format
- C) Graphic Intended Film
- D) Great Illustrated Fun

**28. Images that represent physical objects and were used to share ideas or ask questions are called?**

- A) Pictograms
- B) Phonograms
- C) Lithographs
- D) Ideograms

**29. The concept of a signifier and the signified was given by?**

- A) Stuart Hall
- B) Charles Peirce
- C) Ferdinand de Saussure
- D) Carolyn Bloomer

**30. The alphabets also called Abjad, were created by semitic workers of?**

- A) Greece
- B) France
- C) Britain
- D) Egypt

**31. \_\_\_\_\_ images have an infinite set of digital values called pixels.**

- A) Raster

- B) Vector
- C) Raw
- D) Binary

**32. What colours are usually used at store displays to influence spontaneous purchases?**

- A) Cool Colours
- B) Warm Colours
- C) Intermediate Colours
- D) Neutral Colours

**33. Who put forth Semiotic Theory's chain of association consisting of the 4 codes - Metonymic, Analogical, Displaced and Condensed?**

- A) Antonio Damasio
- B) Roland Barthe
- C) Carolyn Bloomer
- D) Stuart Hall

**34. When common people start reporting news events around them, then the concept is called?**

- A) Parachute Journalism
- B) Advocacy Journalism
- C) Citizen Journalism
- D) Photographic Journalism

**35. Someone who creates cartoons in the second sense are usually called?**

- A) Animators
- B) Cartoonists
- C) Illustrators
- D) Editors

**36. Perceptions like, 'Gujarati eat dhokla for breakfast', 'Men are not loyal', 'Fat people will not do good in life', these are a part of which invisible concept?**

- A) Reception Theory
- B) Aesthetic Theory
- C) Generalization Theory
- D) Semiotic Theory

**37. In which country is the colour red supposed to represent the notion of sadness?**

- A) France
- B) South Africa

- C) Greece
- D) China

**38. \_\_\_\_\_ is an ancient form of performing art that originated in Tamil Nadu.**

- A) Kathakali
- B) Kucchipudi
- C) Bharatnatyam
- D) Koothu

**39. What is the Visual Metaphor when incongruity may be achieved by showing a significant pictorial element in an unexpected or inappropriate location?**

- A) Juxtaposition
- B) Depicted Function
- C) Modification of physical characteristics
- D) Symbolic Action

**40. \_\_\_\_\_ focuses on describing the literal visual aspects of the story.**

- A) Story
- B) Screenplay
- C) Script
- D) Synopsis

**41. The mental activity that affects visual perception suggests that having preconceived expectations about how a scene should appear often leading to false or missed visual perceptions is called \_\_\_\_\_ .**

- A) Habituation
- B) Projection
- C) Expectation
- D) Saliency

**42. \_\_\_\_\_ includes objects which historically are crafted and used within a traditional community.**

- A) Folk Art
- B) Performing Art
- C) Intangible Folk Art
- D) Tangible Folk Art

**43. In advertising which colour is used to evoke pleasant and cheerful feelings?**

- A) Yellow
- B) Purple
- C) Red

D) Green

**44. In which year was Gestalt Theory founded by Max Wertheimer?**

- A) 1916
- B) 1827
- C) 1910
- D) 1826

**45. Which type of lighting is also called low-key lighting?**

- A) Flat Lighting
- B) Chiaroscuro Lighting
- C) Dull Lighting
- D) Dim Lighting

**46. When a product or brand is embedded in entertainment and media it is known as?**

- A) Print Advertisement
- B) Street Advertisement
- C) Covert Advertising
- D) Billboards

**47. Which from these is not a part of the process of visual communication?**

- A) Sense
- B) Perceive
- C) Learn
- D) Memorize

**48. Which from these is not an element of design?**

- A) Point
- B) Shape
- C) Texture
- D) Shade

**49. When raw data from the nerves is transmitted to the brain, the theory of Visual Communication is called \_\_\_\_\_.**

- A) Reception Theory
- B) Sensory Theory
- C) Perceptual Theory
- D) Aesthetic Theory

**50. In Spanish art, still life paintings depicting pantry items are called?**

- A) Bodegon
- B) Allegory
- C) Veduta
- D) Illustration