

SYBAMMC

Sample Questions

WRITING AND EDITING FOR MEDIA

1. The 3 categories of news values are, impact, _____ and pragmatics of media coverage.
 - A) Audience Behaviour
 - B) Audience Identification
 - C) Target Audience
 - D) Advertising
2. _____ news is always timely.
 - A) Hard
 - B) Soft
 - C) Energetic
 - D) Straight
3. The goal of a _____ is to persuade the reader to consider your perspective and change their opinion.
 - A) Feature
 - B) Article
 - C) Editorial
 - D) Column
4. The elements of an editorial include introduction, argument, evidence, _____, refutation and conclusion.
 - A) Opinion
 - B) Advice
 - C) Counter-argument
 - D) Solution
5. What is the 3rd step for writing an editorial?
 - A) Deciding on a topic
 - B) Starting to write
 - C) Creating an outline
 - D) Researching
6. The deck is also known as _____.
 - A) Title
 - B) Headline
 - C) Sub-Head
 - D) Strapline

7. "A _____ is an evaluation of a publication, service, or company such as a movie, etc. "
- A) Article
 - B) Review
 - C) Feature
 - D) Editorial
8. What is the last step of writing a review?
- A) Providing a summary
 - B) Presenting your evaluation
 - C) Giving your recommendation
 - D) Citing your sources
9. A lead is an opening paragraph that gives the audience the most important information of the news story in a _____ manner, while still maintaining the readers' interest.
- A) Concise and clear
 - B) Straight forward
 - C) Ambiguous
 - D) Professional
10. The ABC of journalism are?
- A) Audience, Behaviour, Content
 - B) Accuracy, Brevity, Clarity
 - C) Assumption, Background, Conclusion
 - D) Argument, Background, Counterpoint
11. The lead whose purpose is to pack a bigger punch than a summary lead, is called?
- A) Delayed Identification Lead
 - B) Creative Lead
 - C) Analogy Lead
 - D) Single-Item lead
12. What is the ideal word limit for nutshelling a story?
- A) 100-150 words
 - B) 25-50 words
 - C) 50-100 words
 - D) 150-200 words
13. The news on television or radio has to be both _____ and credible.
- A) Factual
 - B) Clear
 - C) Sensational
 - D) Hard
14. _____ is the essence of broadcast news writing.
- A) Tone and Style
 - B) Grammar
 - C) Economy of words
 - D) Vocabulary

15. An autocue device that projects the magnified image of the script on a clear screen in front of the camera lens in a way that only the presenter can see it, is called?
- A) Television
 - B) Telex
 - C) Teleprompter
 - D) Telemundo
16. What is usually the length of a stand- up segment in news?
- A) 50-60 seconds
 - B) 30-40 seconds
 - C) 20-30 seconds
 - D) 10-20 seconds
17. Which stylebook is referred for formatting academic papers?
- A) APA
 - B) AP
 - C) MLA
 - D) CMOS
18. Which style book provides recommendations of grammar, spelling, punctuation, etc?
- A) APA
 - B) CMOS
 - C) MLA
 - D) AP
19. TRP stands for:
- A) Television Rating Parameter
 - B) Television Rating Price
 - C) Television Rating point
 - D) Television Ratio point
20. _____ means a detailed shot-by-shot description of the programme on a sheet of paper divided into two vertical columns.
- A) Script
 - B) Snippet
 - C) Storyboard
 - D) Animation
21. Which of these is a useful resource for blogging?
- A) Copy Blogger.com
 - B) Content Copy.com
 - C) Content Marketing Book.com
 - D) Content book.com

22. _____ are hyperlinked lists of and to other blogs, usually presented as a sidebar to the blog's main content.
- A) Tags
 - B) Permalinks
 - C) Blogrolls
 - D) Anchors
23. A subsidiary headline is also called a _____.
- A) Headline
 - B) Slugline
 - C) Caption
 - D) Strapline
24. What is the full form of CMS?
- A) Content Measuring System
 - B) Content Management System
 - C) Content Marketing System
 - D) Content Monitoring System
25. _____ headlines are those in which only the first word and proper nouns are capitalized.
- A) Ribbons
 - B) Upstyle
 - C) Dingbats
 - D) Downstyle

Electronic Media II

1. Yaadon Ka Idiot Box is a story based radio show on _____.
 - A) FM Gold
 - B) 92.7 FM
 - C) Red FM
 - D) FM Rainbow
2. _____ is a 24 hours Marathi movie channel.
 - A) Zee Marathi
 - B) Zee Talkies
 - C) Sangeet Marathi
 - D) 9X Zakas
3. In which year did AIR celebrate 75 years of broadcasting?
 - A) 2001
 - B) 2002
 - C) 2003
 - D) 2004
4. In order to start a community radio station license was granted for _____ years.
 - A) 3
 - B) 5
 - C) 6
 - D) 7
5. Cable TV came to India in which year?
 - A) 1986
 - B) 1985
 - C) 1991
 - D) 1987
6. Which RJ is also called 'Mumbai Ki Rani' because of her carefree on air conversations?
 - A) RJ Malishka
 - B) RJ Rani
 - C) RJ Archana
 - D) RJ Prerna
7. FVO
 - A) Female Voice Over
 - B) Frequency Voice Over
 - C) First Voice Over
 - D) Flight Voice Over
8. In which year Doordarshan separated from All India Radio?
 - A) 1950
 - B) 1965
 - C) 1971
 - D) 1976

9. Name the first private hindi channel.
- A) Star
 - B) Zee
 - C) Colors
 - D) Sony
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- A) Star
 - B) Zee
 - C) Colors
 - D) Sony
11. A _____ is a series of scripted or non-scripted online videos, generally in episodic form, released on the Internet
- A) Tv series
 - B) web series
 - C) Internet series
 - D) Radio series
12. is India's first campus 'community' radio
- A) Bharti FM
 - B) Play FM
 - C) Surya FM
 - D) Anna FM
13. Phase Two saw _____ stations broadcasting across 91 cities
- A) 248
 - B) 255
 - C) 233
 - D) 269
14. The _____ system translates the audio from the sound card into streaming format
- A) Compressor
 - B) Translator
 - C) Server
 - D) Encoder
15. Internet radio has
- A) no geographical limitation
 - B) Low range
 - C) High cost of running
 - D) Few stations to broadcast
16. Community radio for farmers informs them about
- A) Political conditions of the country
 - B) regarding agriultural policies
 - C) regarding financial situation of the country
 - D) the international policies

17. The ____ share facts or personal experiences, express opinions & answer audience questions
- A) Pannellists
 - B) Editor
 - C) Interviewer
 - D) Employee
18. Good Interviewer should not have these quality of ____
- A) Unstable Personality
 - B) Training & Experience
 - C) Empathetic Attitude
 - D) Listening Attentively
19. When scripting for radio, you are first and foremost writing for the _____
- A) Ear
 - B) Eyes
 - C) Senses
 - D) Viewer
20. A broadcast script should be
- A) Complicated
 - B) Factual
 - C) Manipulative
 - D) Passive
21. _____ dictates the ratings of news channels.
- A) Television Audience Measurement (TAM)
 - B) Television Audience Meter (TAM)
 - C) Television Rating Point (TRP)
 - D) Television Rating Power (TRP)
22. Anchoring means ____ an event / show,etc
- A) Hosting
 - B) Editing
 - C) Acting
 - D) PD
23. When asking questions of interview subjects, an RJ / Anchor often _____ .
- A) read questions verbatim from a prepared list
 - B) randomize their questions so that the source will never know what will be asked next
 - C) organize their questions by topic to make it easier for the interview to move from one topic to the next
 - D) try to think up their questions during the interview so as to encourage spontaneity
24. Telephone interviews technique in radio is best for getting _____ .
- A) talking to a person who is the target of an investigative story
 - B) conducting a long interview on a complicated topic
 - C) getting information from the subject of an in-depth personality profile
 - D) getting a few pieces of information quickly from a source

25. The Times Group operated its brand _____ till June 1998. After that, the government decided not to renew contracts given to private operators.
- A) Times FM
 - B) Time FM
 - C) Times express FM
 - D) Express FM

Mass Media Research

1. _____ means the search for new facts.
 - A) Hypotheses
 - B) Research
 - C) Literature review
 - D) Experiment

2. The researcher must ensure that the answer to a question is:
 - A) Always influenced by previous questions.
 - B) Influenced by few questions.
 - C) Influenced by all questions.
 - D) Not influenced by previous questions.

3. A plan or framework for conducting research.
 - A) Research method.
 - B) Research Plan.
 - C) Research Design.
 - D) Sample Design.

4. TAT stands for?
 - A) Thematic Apprehension Test.
 - B) Thematic Appropriate Test.
 - C) Thematic Apperception Test
 - D) Thermotic Apprehension Test.

5. Which ONE is the most damaging problem for the researcher with secondary data?
 - A) It may not be accurate.
 - B) It may be biased.
 - C) It may not address the aims.
 - D) It may only provide part of the answer.

6. _____ involves watching test subjects without interacting with them.
 - A) Observation Research
 - B) Qualitative Research
 - C) Experiment Research
 - D) Quantitative Research

7. The logo of Adidas is a
 - A) Sign
 - B) Signifier
 - C) Signified
 - D) Symbol

8. Which is NOT a primary data collection method
 - A) Delphi technique
 - B) Projective technique
 - C) Interview technique
 - D) Literature review

9. Identify the incorrect statement:
- A) Scientific hypothesis is a scientific theory
 - B) Hypothesis is a proposed explanation for a phenomenon
 - C) A hypothesis is a basis for reasoning without any assumption of its truth
 - D) A hypothesis is made on the basis of limited evidence as a starting point for further investigations

10. Match the foll:

1) Census	a) Barthes
2) Semiotics	b) Speeches
3) Content analysis	c) secondary data
4) Structured Questionnaire	d) Quantitative data

- A) 1c;2a;3b;4d;
- B) 1a; 2d;3c;4b
- C) 1b;2c;3a;4d;
- D) 1a;2b;3c;4d;

11. Which one is called non-probability sampling?

- A) Quota
- B) Cluster
- C) Systematic
- D) Stratified Random

12. _____ is one of the most important methods of data collection in research.

- A) Interview
- B) Weeding
- C) Assumption
- D) Analysis

13. Identify the correct sequence of research steps:

- A) Selection of topic, review of literature, interpretation of findings, data collection
- B) Selection of topic, data collection, review of literature, interpretation of findings
- C) Review of literature, selection of topic, data collection, interpretation of findings
- D) Selection of topic, review of literature, data collection, interpretation of findings

14. Men who read sports magazines are _____. Is an example of?

- A) Word Completion.
- B) Sentence Completion.
- C) Question Completion.
- D) Story Completion.

15. For Devising a Good Questionnaire

- A) The wording must be kept simple
- B) technical or specialized words be used
- C) Use long sentences
- D) Writing style should be inaccurate

16. Closed ended questions are:
- A) Respondents' answers are unlimited to a fixed set of responses.
 - B) Respondents' answers are limited to an uncertain set of responses.
 - C) Respondents' answers are limited to an infinite set of responses.
 - D) Respondents' answers are limited to a fixed set of responses.
17. Questionnaire with choices is called
- A) MCQ
 - B) Dichotomous
 - C) Likert Scale
 - D) Open Ended
18. Which one among the following statements is correct in context to research?
- i. Research refers to a series of systematic activity or activities undertaken to find out the solution to a problem.
 - ii. It is a systematic, logical and unbiased process wherein verification of hypotheses, data analysis, interpretation and formation of principles can be done.
 - iii. It is an intellectual inquiry or quest towards truth
 - iv. It enhances knowledge.

Select the correct answer from the codes given below:

- A) i), ii), iii) and iv)
 - B) i), ii) and iii)
 - C) ii), iii) and iv)
 - D) i), iii) and iv)
19. The term _____ in its simplest form means the study of signs.
- A) Semiology
 - B) Ecology
 - C) Psychology
 - D) Sociology
20. As a scientific enterprise, social research involves theory, verifiable data, logical reasoning, and
- A) precise predictions about the social world.
 - B) systematic observation and analysis.
 - C) collaborative research.
 - D) well established methods of data collection.
21. The process of analysing the signifiers of a sign – a literal description of what you can see or hear.
- A) Denotation
 - B) Connotation
 - C) Signified
 - D) Research

22. _____ is a research tool used to determine the presence of certain words, themes
- A) Content analysis
 - B) Quantitative analysis
 - C) Data analytics
 - D) Technical analysis
23. Planning a survey involves two concurrent activities: one, Construction of the survey instrument and which is the second?
- A) Coding of variables
 - B) Selection of the sample
 - C) Selection of the survey mode
 - D) Selection of the survey design
24. The objective of research should be:
- i. Providing new information
 - ii. Pushing back ignorance and baseless notions
 - iii. to learn about people's mentality
 - iv. to educate the society
- A) only i&ii
 - B) only ii
 - C) only iii&iv
 - D) only iv
25. Research institutes like C.S.O, Indian Statistical Institute, and N.S.S.O publish data collected by them for public use. It is an example of :
- A) Primary data
 - B) Secondary data
 - C) Variable
 - D) Hypothesis

Media Laws & ethics

1. The Preamble to the Constitution of India embodies ____
 - A) Objectives
 - B) Fundamental Rights
 - C) Directive Principles
 - D) Centre State Relations
2. The Preamble was amended to include the word Socialist by the
 - A) 39th Amendment
 - B) 44th Amendment
 - C) 42nd Amendment
 - D) 40th Amendment
3. In a Sovereign Democratic Republic, Sovereignty rests with -----
 - A) The Government
 - B) Politicians
 - C) Bureaucrats
 - D) The People
4. The Indian State as per the Constitution is _____ in structure
 - A) Unitary
 - B) Federal
 - C) Republican
 - D) Democratic
5. A High Court is established in every _____
 - A) City
 - B) District
 - C) Union Territory
 - D) State
6. Which of the following Acts was passed during the Emergency?
 - A) Prevention of Objectionable Matters Act
 - B) Official Secrets Act
 - C) Vernacular Press Act
 - D) Publications Registration Act
7. The Social Responsibility Media Theory was propounded by ____
 - A) Hutchins Commission
 - B) MacBride Commission
 - C) Davidson Commission
 - D) Wavell Commission
8. The Development Media Theory advocates _____ by the Government in the media
 - A) Total Control
 - B) Limited intervention
 - C) Complete deregulation
 - D) Full Censorship

9. BARC in the media regulatory bodies in India stands for _____.
- A) Bhabha Atomic Research Centre
 - B) Broadcast Audience Research Committee
 - C) Bombay Audience Research Council
 - D) Broadcast Audience Research Council
10. In India, the literary work is protected by Copyright until _____
- A) Death of the author
 - B) 25 years after the death of author
 - C) 40 after the death of author
 - D) 60 years after the death of author
11. How many rights does a consumer have under the Consumer Protection Act
- A) 8
 - B) 6
 - C) 4
 - D) 5
12. Under the Consumer Protection Act, the rights of a consumer do not include to be
- A) Safety
 - B) Current
 - C) Presented
 - D) Informed
13. Patent protects
- A) Discovery
 - B) Invention
 - C) New invention
 - D) Both (a) and (b)
14. Which of these is not covered under the Copyright Act?
- A) Lyrics
 - B) Paintings
 - C) Novels
 - D) Graphic designs
15. If the hurtful statement is spoken the statement is called what in defamation ?
- A) Libel
 - B) Slander
 - C) Oral
 - D) Spoken
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 - C) Vernacular Press Act
 - D) Publications Registration Act

17. Puffery in advertising is an ethical
- A) Gray area (sometimes ok, sometimes not)
 - B) Violation at all times
 - C) Standard media should strive toward
 - D) Rule followed in tobacco marketing
18. What is the punishment for hacking of computers?
- A) Three-year imprisonment or 10 lakh rupees penalty or both
 - B) Life Imprisonment
 - C) Three-year imprisonment or 5 lakh rupees penalty or both
 - D) Three-year imprisonment or 2 lakh rupees penalty or both
19. The consumer protection act was passed in the year
- A) 1999
 - B) 1986
 - C) 1665
 - D) 1947
20. Trade mark
- A) is represented manually
 - B) is capable of distinguishing the goods or services of one person from those of others
 - C) will not include shapes
 - D) Will be of single colour

Film Communication II

1. Who made films in Sanskrit?
 - A) V. Shantaram
 - B) K. Balachandar
 - C) G. V. Iyer
 - D) K. Vishwanath

2. Who is known as Kannada Bheeshma?
 - A) G. V. Iyer
 - B) Girish Karnad
 - C) M. S. Sathyu
 - D) Girish Kasaravall

3. Mithun Chakraborty got National Award for this film.
 - A) Adi Shankaracharya
 - B) Bhagwad Geeta
 - C) Swami Vivekanand
 - D) Disco Dancer

4. Art films are like _____.
 - A) Pop Music
 - B) Classical Music
 - C) Folk Dance
 - D) Hip Hop Dance

5. The first talkie film in Tamil is _____
 - A) Ayodhya Cha Raja
 - B) Jamai Shasthi
 - C) Keechak Vadham
 - D) Kalidaas

6. This can't be called a socially committed cinema.
 - A) Saand Ki Ankh
 - B) Tashkand Files
 - C) Housefull
 - D) Page-3

7. _____ film is a thriller.
 - A) Raman Raghav 2.0
 - B) Action Replay
 - C) Singham
 - D) Uri

8. 'Strangers on a train' is _____ genre.
 - A) Screwball Comedy
 - B) Romcom
 - C) Film Noir
 - D) Western

9. Red camera uses _____ to store recording.
- A) Digital Tape
 - B) Digi Beta
 - C) Celluloid
 - D) Hard Disc
10. Creating content for different medias is possible due to media _____.
- A) Convergence
 - B) Divergence
 - C) Clashing
 - D) Absence
11. IFFI began in _____.
- A) 1948
 - B) 1950
 - C) 1952
 - D) 1954
12. One of them is not a trade union.
- A) WIFPA
 - B) IFTDA
 - C) AIDAA
 - D) AICTFSA
13. _____ convinces the exhibitor to show the film.
- A) Distributor
 - B) Marketer
 - C) Producer
 - D) Director
14. Films are edited today on _____.
- A) linear platform
 - B) non-linear platform
 - C) tape
 - D) moviola
15. OTT has economically _____ film industry during lockdown.
- A) Weakened
 - B) Surpassed
 - C) Contributed
 - D) Paralyzed
16. The migration from celluloid to digital in movie began with _____.
- A) Red eye cameras
 - B) DSLR's
 - C) SLR's
 - D) Black magic

17. Dumb And Dumber belongs to _____ genre.
- A) Screwball Comedy
 - B) Romcom
 - C) Film Noir
 - D) Western
18. _____ is a biopic film.
- A) Shakuntala Devi
 - B) Mohenjo Daro
 - C) Bajirao Mastani
 - D) Jodha Akbar
19. _____ was popularly known as called 'Manik Da'.
- A) Ritwick Ghatak
 - B) Mrinal Sen
 - C) Satyajit Ray
 - D) Amiya Chakravarty
20. Which Malayalam film of Ramu Kariat was dubbed in Hindi?
- A) Roja
 - B) Chemmen
 - C) Ellipathayam
 - D) Moodupadam

Computer and Multimedia

1. How many frames do you need to play a smooth video in NTSC in Adobe Premiere?
 - A) 23
 - B) 25
 - C) 27
 - D) 39
2. What is the tool used to cut, trim and shortened video and audio clips?
 - A) Scissor
 - B) Razor
 - C) Blade
 - D) Slice
3. By default, you get _____ and _____ tracks in Premiere.
 - A) Video and Audio
 - B) Image and Lines
 - C) Shapes and presents
 - D) Circles and Shapes
4. Video created with digital image work transition and music is _____.
 - A) Title panel
 - B) Video Montage
 - C) Video
 - D) Song
5. Two types of gradients in Illustrator are
 - A) Line and circle
 - B) Radial and linear
 - C) Angle and reflected
 - D) Square and circle
6. Illustrator extension is _____.
 - A) .psd
 - B) .pdf
 - C) .ai
 - D) .abi
7. Lines which can be straight or curved and which also used to connect two points are called
 - A) Selection
 - B) path
 - C) line
 - D) dots
8. When framing a shot what should always be considered.
 - A) Rule of thirds
 - B) sound
 - C) shortlist
 - D) None of the above

9. Is Overlay a Layer Blending Mode in Photoshop?
- A) Yes
 - B) No
10. Audacity is _____ software.
- A) Video recorder app
 - B) Audio editing tool
 - C) Video editing tool
 - D) Image editing tool
11. How can a clip be inserted without shifting clips on other tracks?
- A) Shift+drag
 - B) Ctrl+drag
 - C) Ctrl+Alt+drag
 - D) Ctrl+Shift+drag
12. How can you deselect a selected clip in a sequence?
- A) Click on an empty space in the sequence
 - B) Press the Escape key
 - C) Press the Function 2 key
 - D) Press the Tab key
13. Masking can be done in _____
- A) Photoshop
 - B) After effects
 - C) Premiere
 - D) All of the above
14. In Adobe Illustrator which of the following text aliasing options is NOT available in the character panel?
- A) Bold
 - B) Sharp
 - C) Crisp
 - D) Strong
15. Premiere Pro project files have the file extension.
- A) .prem
 - B) .prproj
 - C) .preproj
 - D) .ap
16. Which option lets you export a single frame from the source Monitor or Program Monitor panel?
- A) Compositing>render>Still
 - B) Right Click in the panel
 - C) Click the export frame button
 - D) Clip > Export> Still

17. How many type of Marquee Tool are there in Photoshop?
A) 1
B) 2
C) 3
D) 4
18. The term to change a smart object in to an editable layer.
A) Transform
B) Render
C) Rasterize
D) Opacity
19. The name of the points that are made with the pen tool when it is making a path.
A) Markers
B) Anchor
C) Spotters
D) Cluster
20. Which is an free open source software for audio editing?
A) Adobe Audition
B) FL Studio
C) Audacity
D) None of the above
21. Rending in premiere is a technique to _____
A) Import
B) Export
C) Play
D) None
22. Shortcut to use group function in Illustrator
A) Ctrl+g
B) Ctrl+v
C) Ctrl+f
D) Ctrl+b
23. Process of changing a vector-based image to a pixel-based image called?
A) Grading
B) Vector
C) Raster
D) Transition
24. Shortcut key to save for web in Illustrator is?
A) Alt+Shift+Ctrl+A
B) Ctrl+Shift+S
C) Ctrl+S
D) Ctrl+Alt+S

25. To get Desaturate option in Photoshop, we have to go to

A) File Menu

B) Layer Menu

C) Image>Adjustment

D) None of the above