

Digital Media

1. What is multimedia?

- A. Multimedia is the presentation of information using images.
- B. Multimedia is the presentation of information using a variety of forms.
- C. Multimedia is the presentation of information in only one form.
- D. Multimedia is the presentation of information through the media.

Answer B

2. What is not true about digital marketing?

- A. Digital marketing is any form of marketing products or services that involves electronic devices.
- B. Digital marketing can be done online.
- C. Digital marketing cannot be done online.
- D. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

Answer C

3. Social networks are organized primarily around _____.

- A. brands
- B. people
- C. discussions
- D. interests

Answer B

4. What is meant by "micro-blogging"?

- A. Blogs which are posted by companies, not individuals
- B. Blogs for a small group of people
- C. Blogs with limited individual posts, limited by character count typically
- D. Blogging from mobile devices

Answer C

5. What is the name of Facebook's analytic package?

- A. Princeps
- B. Viewership
- C. Discover
- D. Insights

Answer D

6. Which of the following refers to unsolicited electronic messages?

- A. Opt-in email
- B. Consent marketing
- C. Spam
- D. Opt-out email

Answer C

7. This attempts to improve rankings for relevant keywords in search results by improving a website's structure and content:

- A. SEO
- B. SEM
- C. SFO
- D. SST

Answer A

8. For which browser does Google support voice search?

- A. Chrome
- B. Firefox
- C. Explorer
- D. Bing

Answer A

9. What is the full form of HTTP?

- A. High Text Transfer Protocol
- B. Hyper Text Transfer Procedure
- C. Hyper Typo Transfer Protocol
- D. Hyper Text Transfer Protocol

Answer D

10. What is the full form of ISP?

Internet Service Provider

Internet Speed Provider

Intranet Service Provider

Internet Service Proceeder

Answer A

Press Laws

1. Press is subject to the restrictions that are provided under the Article _____ of India constitution

- A. 19 (1)
- B. 19 (2)
- C. 19 (3)
- D. 19 (4)

Answer B

2. Official Secrets Act was enacted in _____

- A. 1923
- B. 1953
- C. 1933
- D. 1963

Answer A

3. Which of the following act/regulation empowered the magistrates to confiscate press property which published objectionable material likely to cause incitement to murder/acts of violence against the Extremist nationalist activity?

- A. Indian Press Act, 1910
- B. Newspaper (Incitement to Offences) Act, 1908
- C. Vernacular Press Act, 1878
- D. Registration Act, 1867

Answer B

4. The issue of monopoly press was debated extensively during the Prime Minister-ship of

- A. Jawaharlal Nehru
- B. Indira Gandhi
- C. I. K. Gujral
- D. H. D. Deve Gowda

Answer B

5. _____ is an unauthorized use, typically of a patent or copyright.

- A. Libel
- B. Invasion of privacy
- C. Infringement

D. Slander

Answer C

6. To improve the standard of news agencies and Newspapers _____ was reconstituted.

- A. Press Council
- B. Wage Boards
- C. Press Forums
- D. RTI

Answer A

7. _____ was the first country in the world to adopt freedom of the press into its constitution with the Freedom of the Press Act of 1766.

- A. India
- B. North Korea
- C. U.S.
- D. Sweden

Answer D

8. _____ was comprehensive and rigorous, aimed at “better control” of the language press.

Indian Press Act, 1910

Newspaper (Incitement to Offences) Act, 1908

Vernacular Press Act, 1878

Registration Act, 1867

Answer C

9. Section 124A of the Indian Penal Code lays down the punishment for _____.

- A. slander
- B. libel
- C. infringement
- D. sedition

Answer D

10. What was the title of India’s first newspaper?

- A. Punjab Kesari
- B. The Bengal Gazette
- C. Hindustan Samachar
- D. Azad Hind

Answer B

Contemporary Issues

1. Who is the current Finance Minister?

- A. Nirmala Sitharaman
- B. S Jaishankar
- C. Arun Jaitley
- D. Piyush Goyal

Answer A

2. Which of the following existed before creation of NITI Aayog?

- A. National Service Commission
- B. Public Service Commission
- C. Finance Commission
- D. Planning Commission

Answer D

3. Which of the following documentaries portrays the environmental challenges?

- A. The 11th Hour
- B. The Meltdown
- C. Inside Job
- D. Four Horsemen

Answer A

4. Which of these CEOs was involved in a corporate scam?

- A. Vishal Sikka
- B. N Chandrashekharan
- C. T V Mohandas Pai
- D. Ramalinga Raju

Answer D

5. Who is the ex officio chairperson of NITI Aayog?

- A. Prime Minister
- B. Finance Minister
- C. Cabinet Secretary
- D. Finance Secretary

Answer A

6. Which ministry appointed "The Gadgil Commission"?

- A. Finance Ministry
- B. Environment Ministry
- C. Home Ministry
- D. External Affairs Ministry

Answer B

7. Which one of these IT parks is located in Marathwada region?

- A. Rajiv Gandhi Infotech Park
- B. Shankarrao Chavan Infotech Park
- C. Sangli Infotech Park
- D. Airoli Knowledge Park

Answer B

8. What does EIA stand for?

- A. Environmental Information Application
- B. Ecological Impact Assessment
- C. Environmental Impact Assessment
- D. Ecological Information Assessment

Answer C

9. What does FRP stand for?

- A. Financial Resolution Plan
- B. Financial Remuneration Plan
- C. Fair and Remunerative Price
- D. Fiscal Remunerative Price

Answer C

10. Which of these is the largest onion market in Asia?

- A. Chalisgaon
- B. Lasalgaon
- C. Ludhiana
- D. Erode

Answer B

News Media Management

1. _____ type of ownership provides greater flexibility and transparency in business.
- A. Trust
 - B. Individual Ownership
 - C. Limited Company
 - D. Partnership

Answer A

2. _____ is a systematic and coordinated working atmosphere
- A. Group Ownership
 - B. Limited Company
 - C. Partnership
 - D. Employee Ownership

Answer A

3. Sambad Kaumudi was started by _____
- A. James Hickey
 - B. Mahatma Gandhi
 - C. Ramoji Rao
 - D. Raja Rammohan Roy

Answer D

4. A bi- monthly Magazine is delivered _____
- A. Once in a month
 - B. Once in 2 months
 - C. Twice a month
 - D. Twice in two months

Answer C

5. Circulation determines the ____ of the paper.
- A. Cost
 - B. Pages
 - C. City
 - D. Content

Answer A

6. _____ is not suitable for expanding business.

- A. Employee Ownership
- B. Group Ownership
- C. Individual Ownership
- D. Limited Company

Answer C

7. Which dept is involved with the hiring process

- A. Circulation
- B. Advertising
- C. Library
- D. HR Dept

Answer D

8. Lokmanya Tilak started the ____

- A. Harijan
- B. Maratha
- C. Digdarshan
- D. Bombay Herald

Answer B

9. IRS is the largest continuous ____ research in India.

- A. Listenership
- B. Readership
- C. Viewership
- D. Circulation

Answer B

10. Newspapers are supposed to follow a ratio of ____ in news-advertisements.

- A. 70.3
- B. 75.25
- C. 65.35
- D. 60.40

Answer D

Broadcast Journalism

1. What is the term for visual effects in Motion Pictures?

- A. VRF
- B. YRF
- C. VFX
- D. EFX

Answer C

2. Who hosts Mann Ki Baat?

- A. Narendra Modi
- B. Rahul Gandhi
- C. Amit Shah
- D. Rajat Sharma

Answer A

3. The term broadcasting refers to

- A. TV
- B. Journals
- C. Magazines
- D. Newspapers

Answer A

4. The ____ is under the ownership of Govt. of India

- A. Zee
- B. Sony
- C. Star
- D. Doordarshan

Answer D

5. J. L. Baird invented the ____

- A. Radio
- B. Telephone
- C. Bulb
- D. TV

Answer D

6. Which of these is not an OTT platform?

- A. Netflix
- B. Alt Balaji
- C. Sony Liv
- D. Sony Pix

Answer D

7. ____ is regarded as an extension of Radio.

- A. OOH
- B. Mobile phones
- C. TV
- D. Internet

Answer C

8. The first television channel in India was_____

- A. Zee
- B. Sony
- C. Star
- D. Doordarshan

Answer D

9. Announcers on radio are better known as ____

- A. RJ
- B. DJ
- C. MJ
- D. SJ

Answer A

10. ____ is the text version of a programs dialogue overlaid on the screen

- A. Subtitles
- B. Sound Byte
- C. Rundown
- D. News Feed

Answer A

Business and Magazine Journalism

1. _____ is the sole body which issues currency and coins

- A. SBI
- B. RBI
- C. World Bank
- D. UN

Answer B

2. Subrata Roy was the chairman and founder of _____

- A. Sahara India Parivar
- B. Kingfisher
- C. Jet Airways
- D. Microsoft

Answer A

3. _____ Pension Yojana is a government backed pension scheme in India.

- A. Rajeev
- B. Atal
- C. Rajendra
- D. Narendra

Answer B

4. _____ Scam was India's biggest corporate fraud case where a computer company caused loss to its investors.

- A. Microsoft
- B. Kingfisher
- C. Satyam
- D. Sahara

Answer C

5. _____ means an extra helping hand in monetary terms for social benefits from the Government.

- A. Annual
- B. Subsidy
- C. Financial
- D. Social

Answer B

6. The _____ is one prominent example of business journalism.

- A. The Times of India
- B. HT
- C. Wall Street Journal
- D. DNA

Answer C

7. Axis Bank was previously _____.

- A. Yes Bank
- B. HDFC
- C. UTI Bank
- D. ICICI

Answer C

8. The World Bank and the IMF are located in _____.

- A. Washington, D.C
- B. Texas
- C. Berlin
- D. London

Answer B

9. The Finance Minister presents the budget in the _____.

- A. Rajya Sabha
- B. Lok Sabha
- C. Rashtrapati Bhavan
- D. Press Conference

Answer B

10. _____ was the man behind the Satyam fraud.

- A. Ramalinga Raju
- B. Vijay Mallya
- C. Subroto Roy
- D. Nirav Modi

Answer B

Issues of Global Media

1. What well-known company censored itself in order to gain access to the Chinese market?

- A. Google
- B. New York Times
- C. BBC
- D. Apple

Answer A

2. Which geographic region has the highest number of Internet users?

- A. North America
- B. Europe
- C. Asia
- D. South America

Answer C

3. The news of important public events appearing in the front sections of a newspaper, are called:

- A. Soft-news
- B. Hard-news
- C. Feature News
- D. Investigative news

Answer B

4. APP is the news agency of:

- A. Pakistan
- B. India
- C. Iran
- D. Afghanistan

Answer A

5. What is ABC?

- A. American Business Circle
- B. American Business Corporation
- C. Audience of Broadcast Council
- D. Audit Bureau of Circulation

Answer D

6. Reuters is the news agency of:

- A. Germany
- B. France
- C. England
- D. Indonesia

Answer C

7. Killing of an elephant in _____ with explosive-laden fruit caused outrage in India.

- A. Tamil Nadu
- B. Kerala
- C. Karnataka
- D. Telanagana

Answer B

8. The mass media in _____ is amongst the most strictly controlled in the whole world.

- A. South Korea
- B. Japan
- C. North Korea
- D. Maldives

Answer C

9. _____ became the fifth Indian journalist to receive the Ramon Magsaysay Award in 2019.

- A. Ravish Kumar
- B. Arnab Goswami
- C. Faye D'Souza
- D. Rajdeep Sardesai

Answer A

10. Women started the social media movement of uploading black and white pictures as a mark of protest against _____ in Turkey.

- A. infanticide
- B. femicide
- C. suicide
- D. matricide

Answer B