



UNIVERSITY OF CALICUT

Abstract

BVoc programme in Broad Cast Journalism - under Modified BVoc Regulations 2014 – Question Bank - implemented w.e.f 2014 admission onwards - Orders issued

U.O.No. 9950/2015/Admn **G & A - IV - B** Dated, Calicut University.P.O, 22.09.2015

- Read:-*1) BVoc Regulations implemented as per U.O.No. 9809/2014/Admn Dtd 23.10.2014
2) Modified BVoc Regulaitions U.O.No. 2650/2015/Admn Dtd 17.03.2015
3) Syllabus implemented as per U.O.No.9225/2015/Admn Dated 01.09.2015
4) Minutes of the Combined meeting of all Chairmen of BOS & Principals of the Colleges having BVoc Programmes
5) Remarks of the Dean, Faculty of Journalism dated 6.08.2015
6) Orders of Vice Chancellor in the File on 17.09.2015

ORDER

The Regulations for BVoc Programmes have been implemented in the University and modified as per the papers read as (1) & (2) above.

The syllabus of BVoc programme in Broad Cast Journalism has been implemented,as per paper read as (3) above.

At the combined meeting of all the the Chairmen of BoS and Principals of the Colleges having BVoc Programmes, the Question Bank of Broad Cast Journalism have been approved,as per the paper read as (4) above.

As per paper read as (5) the Dean Faculty of Journalism has recommended to approve minutes of the Combined meeting of Chairmen and Principals having BVoc Programmes.

As per paper read as (6) Considering the urgency the Vice Chancellor exercising the powers of the Academic Council has approved to implement the Question Bank of BVoc in Broad Cast Journalism subject to the ratification of Academic Council.

Sanction has, therefore, been accorded for the implementation of the Question Bank of the BVoc programme in Broad Cast Journalism , w.e.f 2014 Admissions.

Usha K
Deputy Registrar

To
The Principals Colleges offering the B.Voc Programme in Broad Cast Journalism of UGC

Copy to:
CE/ Ex Section/ EG Section/ DR and AR BA Branch/ EX IV/Director, SDE/SDE Exam Wing/
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Section Officer

B Voc Programme in Broadcast Journalism

Question Bank

SDC1BJ01: Introduction to Mass Communication

Section A

Objective Type Questions (1 Mark)

1. Who defined communication as 'the mechanism through which human relations exist and develop'?
 - a. Wilbur Schramm
 - b. Marshal McLuhan
 - c. Shannon Weaver
 - d. David Berlo
2. The process of filtering a message from source to receiver is known as.....
 - a) Framing
 - b) Gate keeping
 - c) Filtering
 - d) Refining
3. Who among the following scholar coined the expression, 'The Medium is the Message'?
 - a) Albert Bandura
 - b) Marshall McLuhan
 - c) Leode Genero
 - d) Wilbur Schramm
4. What does the Latin word "Communis" mean?
 - a) Commute
 - b) Communication
 - c) Common
 - d) None of these
5. Olfactory communication refers to?
 - a) Communication by Gesture
 - b) Communication by Smell
 - c) Communication by Sound
 - d) Communication by Fingers
6. Talking to one's inner self is a kind of
 - a) Interpersonal communication
 - b) Mass communication

- c) Intrapersonal communication
 - d) Group communication
7. The process of replicating one's internal thoughts or feelings into some kind of external message medium for the sake of transmitting is known as.....
- a) Gate keeping
 - b) Agenda setting
 - c) Encoding
 - d) Decoding
8. Who among the following was a champion of mass-line communication?
- a) Mao Zedong
 - b) B R Ambedkar
 - c) Mother Teresa
 - d) Marshall Tito
9. Who among the following is an example of gatekeeper?
- a) Reader
 - b) Viewer
 - c) Listener
 - d) Editor
10. "Who says what", "On which channel", "To whom", "With what effect" are from the mass communication model developed by
- a) Shannon Weaver
 - b) Wilburn Schramm
 - c) Dennis McQuail
 - d) Harold Lasswell
11. Expand CNN
- a) Canadian News Network
 - b) Communication News Network
 - c) Cable News Network
 - d) Common News Network
12. Information that is sent back to the source is known as.....
- a) Context
 - b) Feedback
 - c) Encoding
 - d) Decoding
13. Language related problems in communication such as poor grammar, complex sentence structure, rare vocabulary, etc are known as.....
- a) Contextual Noise
 - b) Semantic Noise

- c) Psychological Noise
 - d) Channel Noise
14. Who proposed the Helical model of communication in the year 1967?
- a) Frank Dance
 - b) Claude Shannon
 - c) Weaver
 - d) David Berlo
15. Shannon and Weaver's model of communication is also known as.....
- a) Mathematical Model
 - b) Rhetoric Model
 - c) Linear Model
 - d) SMCR Model
16. Clapping of hands is an example of ----- feedback.
- a) Positive Feedback
 - b) Negative Feedback
 - c) Delayed Feedback
 - d) Machine generated Feedback
17. Expand DTP
- a) Digital Tele Printing
 - b) Direct to Plate
 - c) Desk Top Publishing
 - d) Digital Text Printing
18. Which of the following is not an example of newspaper format?
- a) Broadsheet
 - b) Tabloid
 - c) Berliner
 - d) Magazine
19. The time limit for completing an assignment is called.....
- a) Headline
 - b) Dateline
 - c) Embargo
 - d) Deadline
20. Which of the following is not a mass communication medium?
- a) Newspaper
 - b) Books
 - c) Radio
 - d) Mail
21. DTH stands for.....

- a) Direct to Home
- b) Dish to Home
- c) Digital Television to Home
- d) Direct TV

22. The medium by which sender transmits the message to the receiver is called.....

- a) Channel
- b) Feedback
- c) Source
- d) Context

23. Which among the following is not a feature of Mass Media?

- a) Diverse Audience
- b) Universal Access
- c) Narrow Reach
- d) Gate keeping

24. Who introduced the concept of global village?

- a) Noam Chomsky
- b) Marshal McLuhan
- c) Wilbur Schramm
- d) Henry Luce

25. Advertisement is an example of communication.

- a) Propaganda
- b) Persuasive
- c) Personal
- d) Group

26. Fourth estate refers to.....?

- a) The internet
- b) The press
- c) Muckrakers
- d) Private media

27. The total number of copies of the newspaper distributed in one day.

- a) Readership
- b) Circulation
- c) Tariff
- d) Print Run

28. Indian Institute of Mass Communication (IIMC) is located at.....

- a) Chennai
- b) Bengaluru

- c) Kolkata
 - d) New Delhi
29. Facebook is an example of.....
- a) Search Engine
 - b) E-Paper
 - c) Social Media
 - d) Blog
30. Which of the following communication expert explained that communication has no beginning and no end?
- a) Lasswell
 - b) Frank E. X. Dance
 - c) David M Berlo
 - d) Wendell Johnson
31. The consequence of communication is called.....
- a) Effect
 - b) Message
 - c) Source
 - d) Context
32. The receiver's attempt to ascertain the meaning of the sender's message can be termed as.....
- a) Encoding
 - b) Decoding
 - c) Effect
 - d) Channel
33. Who among the following formulated the circular model of communication?
- a) Osgood and Schramm
 - b) Harold D Lasswell
 - c) Aristotle
 - d) Marshal McLuhan
34. The technology of using internet file transmission protocols to transmit TV programmes over internet is called.....
- a) Terrestrial Television
 - b) Internet Protocol Television
 - c) Digital Television
 - d) Satellite Television
35. Who among the following American political scientist is the proponent of famous question formula of communication?
- a) Harold Dwight Lasswell

- b) Wilbur Schramm
- c) Malcolm X
- d) David Berlo

Section B
Short Answer Questions (2 Marks)

1. Barriers of communication
2. Communication model
3. Public communication
4. Circular Model
5. Positive Feedback
6. Psychological Noise
7. Persuasive Communication
8. Watchdog function
9. Feedback
10. Intrapersonal communication
11. IPTV
12. New Media
13. Interpersonal mediated communication
14. De-coding
15. Verbal & Non-verbal messages
16. Negative feedback
17. Noise
18. Mass-line Communication
19. Delayed Feedback
20. Channel Noise
21. Transpersonal Communication
22. Tactile Communication
23. Semantic Noise
24. Berlo's Model
25. Harold D Lasswell
26. Rhetoric
27. SMCR model
28. Helical model
29. Fourth Estate

Section C
Short Essays (4 marks)

1. What you mean by linguistic and cultural barriers of communication?
2. Discuss the Lasswell Model of Communication.
3. What are characteristics of Radio as a mass medium?
4. Write a note on Aristotle's views on communication.
5. The need to communicate is basic for all living beings. Explain.
6. Explain the merits and demerits of group communication.
7. Define communication and explain its elements.
8. Describe the differences between intra-personal and interpersonal communication.
9. Explain Berlo's model of communication.
10. Explain Osgood and Schramm model of Communication. What are the merits and demerits of this model?
11. What are the functions of mass communication?
12. Illustrate the Shannon & Weaver's mathematical model of communication.
13. How feedback is important in communication?
14. Discuss the 7C's of communication.
15. How interpersonal communication is different from group communication?
16. Discuss the concept of mass and mass communication
17. Explain the characteristics of new media.
18. Explain Aristotle's Rhetoric.
19. Noise is anything that distorts the message. Explain.
20. Explain the concept of Mass Media.
21. Surveillance of the environment is one of the key functions of mass media. Elucidate.
22. Explain the characteristics of newspaper as mass communication medium.

Section D
Essays (15 marks)

1. Elaborate the different functions and dysfunctions of mass media.
2. What are the different types of mass media? Discuss the advantages and disadvantages of each media.
3. Critically evaluate the Osgood & Schramm's model and David Berlo's model of communication.
4. Define communication. Elaborate the various elements of communication?

5. What are the different types of communication? Explain each with suitable examples.
6. What is a communication model? Discuss the process of communication with the help of any two communication model.
7. What are the characteristics of mass communication? Explain the history and evolution of Mass communication.
8. Joseph A Devito defined communication an act by one or more persons, of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity for feedback. Discuss the various elements of communication in the context of this definition.

B Voc Programme in Broadcast Journalism

Question Bank

GEC1CM03: Creative Writing and Translation for Media

Section A

Objective Type Questions (1 Mark)

1. Who defines rhetoric as “the faculty of observing in any given case the available means of persuasion?”
 - a) Aristotle
 - b) Plato
 - c) Socrates
 - d) Alexander the Great

2. A straight forward language for the phrase “At this point of time” can be.....
 - a) Now
 - b) Then
 - c) When
 - d) Hence

3. A straight forward language for the phrase “Due to the fact that” can be.....
 - a) Because
 - b) Whereof
 - c) While
 - d) Thence

4. “My love is like a red, red rose” is an example for.....
 - a) Simile
 - b) Metaphor
 - c) Antithesis
 - d) Metonymy

5. “You were as brave as a lion” is an example for.....
 - a) Simile
 - b) Metaphor
 - c) Antithesis
 - d) Metonymy

6. "Media is the message" is a famous quote by
 - a) Marshal McLuhan
 - b) Noam Chomsky
 - c) Guy Debord
 - d) Gilles Deleuze

7. is used for the routine, day-to-day exchange of information within an organization.
 - a) Memo
 - b) Letter
 - c) Report
 - d) DVD

8. Interview is an/a.....
 - a) Oral media
 - b) Print media
 - c) Mass media
 - d) Electronic media

9. A/an is the form through which you choose to communicate your message
 - a) Medium
 - b) Messenger
 - c) Idea
 - d) Wisdom

10. E -mail is a.....medium of communication.
 - a) Electronic
 - b) Print
 - c) Oral
 - d) Written

11. According tokitsch is, unlike art, a utilitarian object lacking all critical distance between object and observer; it "offers instantaneous emotional gratification without intellectual effort, without the requirement of distance, without sublimation"
 - a) Walter Benjamin
 - b) Edward Said
 - c) Marshal McLuhan
 - d) Freud

12.is a low-brow style of mass-produced art or design using popular or cultural icons?
- a) Kitsch
 - b) Simile
 - c) Rival media
 - d) Mass media
13. The most important thing about writing a film review is.....
- a) Watching the film
 - b) Reading the earlier reviews
 - c) Create friendship with the director of the movie
 - d) None of the above
14. An editorial should be.....
- a) About a serious issue
 - b) Argumentative
 - c) Unbiased
 - d) All of the above
15. Ais a form of speech that uses exaggerated statements or claims that should not to be taken literally
- a) Hyperbole
 - b) Metaphor
 - c) Anaphora
 - d) Oxymoron
16. "He is older than the hills" is an example for.....
- a) Hyperbole
 - b) Metaphor
 - c) Anaphora
 - d) Oxymoron
17. "Her brain is the size of a pea" is an example for.....
- a) Hyperbole
 - b) Metaphor
 - c) Anaphora
 - d) Oxymoron
18. "I have a million things to do" is an example for.....

- a) Hyperbole
- b) Metaphor
- c) Anaphora
- d) Oxymoron

19. "He is as skinny as a toothpick" is an example for.....

- a) Hyperbole
- b) Metaphor
- c) Anaphora
- d) Oxymoron

20. "My love is a red rose" is an example for.....

- a) Metaphor
- b) Hyperbole
- c) Anaphora
- d) Oxymoron

21. "Her voice is music to my ear" is an example for.....

- a) Metaphor
- b) Hyperbole
- c) Anaphora
- d) Oxymoron

22. An editorial is the opinion of

- a) The reader
- b) The critic
- c) The newspaper
- d) None of these

23. What is important in writing a book review

- a) Reading the book
- b) Knowing the biography of the writer
- c) History of the work
- d) All of these

24. A first person point of view in an editorial is.....

- a) Advisable
- b) To be used
- c) To be avoided

d) Not worth mentioning

25. An editorial does.....

- a) Explain
- b) Persuade
- c) Criticize
- d) All of these

26.describe and evaluate the book, in terms of accepted literary and historical standards.

- a) Descriptive review
- b) Critical review
- c) Both a&b
- d) None of these

27. A book review should consider.....

- a) Plot
- b) Structure
- c) Theme
- d) All of these

28. Self-criticism (or auto-critique) refers to the pointing out of things critical/important to one's own

- a) Beliefs
- b) Thoughts
- c) Actions& behavior
- d) All of these

29. Which is a non- fiction?

- a) Poetry
- b) Play
- c) Journal
- d) Short story

30. Which is a fiction among the following?

- a) Journal
- b) Business magazine
- c) Poem
- d) None of these

31. E -mail is a/an.....medium of communication.
- a) Electronic
 - b) Print
 - c) Oral
 - d) Written

Section B

Short Answer Questions (2 Marks)

- 1. Rhetoric
- 2. Simile
- 3. Metaphor
- 4. Hyperbole
- 5. Oxymoron
- 6. Rival media
- 7. Sexist language
- 8. Deadline
- 9. Reflective criticism
- 10. Propaganda
- 11. Target audience
- 12. Writer's block
- 13. Kitsch
- 14. News
- 15. Op-ed
- 16. Feature
- 17. Communication
- 18. Memo
- 19. Fiction
- 20. Non -fiction
- 21. Descriptive book review
- 22. Critical book review
- 23. Persuasive editorial
- 24. Columns
- 25. Explanatory editorial
- 26. Critical editorial
- 27. First person narration
- 28. Narratives

Section C
Short Essays (4 marks)

1. What is a feature? How does it differ from news?
2. Explain the process of creative writing.
3. How does news feature differ from fiction?
4. What are the things to be borne in mind while writing for a target audience?
5. How does writing turn to be a teaching?
6. Elaborate the advantages of electronic media.
7. Write a note on the disadvantages of electronic media.
8. What are the advantages of print media?
9. Print media has certain disadvantages. Elaborate.
10. Explain the advantages and disadvantages of oral media.
11. What is your view on use of electronic media in education?
12. What are the challenges faced by the writer?
13. What are the methods to face the challenges of the field by a writer?
14. What are the factors to be considered when one selects a medium?
15. What are the restrictions of an open field like media?
16. What are the elements needed for creative writing?
17. Write a note on persuasive editorial and critical editorial.
18. Elaborate different types of columns.
19. Explain the role of reader in newspaper.
20. How can a fiction be differentiated from a non-fiction?
21. Which are the different types of editorials?
22. What are the sources of a feature?
23. Explain the role of interview in sourcing a feature.
24. Write a note on writer's block and its remedy.
25. What are the tips to increase the creativity of a writer?
26. What are the areas to be taken care while reviewing a play?
27. Write the rules for film review.
28. Write a note on fluency and flexibility in creative writing.

Section D
Essays (15 marks)

1. Define feature? Which are the different types of feature?
2. Which are the types of media? Analyze each with its advantage and disadvantage.

3. What is a book review? What are the factors to be taken care of when you do the same?
4. What is an editorial? How is it different from news? What are the features of an editorial?
5. What is meant by figure of speech? Explain at least three figures of speech with proper examples.
6. Media play an important role in the evolution of language? Do you agree? Why?
7. How do media act as the fourth pillar of democracy?
8. Social media is powerful enough to bring a revolution. Do you agree? Explain.
9. Elaborate the different sources of feature.
10. Write an essay on different types of editorials.
11. What are the challenges faced by print media in an age of social media?

B Voc Programme in Broadcast Journalism

First Semester

SDC1BJ03: Fundamentals of Journalism

Section A

Objective Type Questions (1 Mark)

1. An expert source willing to comment on a timely issue in an organization is known as
 - a) PR person
 - b) Spokesperson
 - c) Company Secretary
 - d) None of these

2. Which of the following is an American Public Broadcasting Service?
 - a) VOA
 - b) BBC
 - c) DD
 - d) AL-Jazeera

3. The term 'Cinema Verite' in films literally means
 - a) Director's Take
 - b) Cinema Truth
 - c) Director as Author
 - d) Virtual Cinema

4. Which of the following is the first Malayalam television channel?
 - a) Asianet
 - b) DD Malayalam
 - c) IndiaVision
 - d) Kairali

5. What ABC stands for?
 - a) Argentina Broadcasting Corporation
 - b) Audit Bureau of Circulation
 - c) Australian Business Corporation
 - d) None of the above

6. The Commercial Broadcasting Service of All India Radio is known as.....
 - a) Gyan Darshan

- b) Vividh Bharati
- c) Ek Bharat
- d) Vanijya Bharati

7. Sting operation is a method of.....

- a) Investigative journalism
- b) Paid news
- c) Embedded journalism
- d) Yellow journalism

8. The term fourth estate is referred to

- a) Judiciary
- b) Bureaucracy
- c) The press
- d) Private media

9. Self censorship in media is mainly exercised by the

- a) Government
- b) Readers
- c) Editors
- d) Political parties

10. The professional organizations which gather and distribute news to a range of media clients are known as

- a) Production Houses
- b) News Agencies
- c) Newspapers
- d) Advertising Agencies

11. Which of the following is the widely used news writing structure in print media?

- a) Inverted Pyramid
- b) Pyramid
- c) Question
- d) Hour glass

12. Byline means

- a) Text accompanying a Photograph
- b) Name of the author
- c) Place and date of publication
- d) Edition of the News paper

13. Who among the following was India's first Controller of Broadcasting?

- a) Lionel Fielden
- b) Dada Saheb Falke
- c) R Sreedhar
- d) AS Bukhari

14. Which colour mode is used for print production?

- a) CMYK
- b) HSB
- c) PANTONE
- d) RGB

15. "Bahujan Hitaya; Bahujan Sukhaya" is the slogan of

- a) Victor Channel
- b) Doordarshan
- c) AIR
- d) Mathrubhumi

16. Which of the following is not Page designing software?

- a) Indesign
- b) PageMaker
- c) 3D max
- d) QuarkXpress

17. In CMYK colour format, K stands for

- a) Brown
- b) Black
- c) Yellow
- d) Green

18. The concept of embedded journalism was emerged during.....

- a) World Trade Attack
- b) American aggression of Afghanistan
- c) Cold War
- d) American aggression of Iraq

19. What is the meaning of Citizen Journalism?

- a) Reporting of Foreign Citizen
- a) Amateur gathering for News reporting
- b) Reporting of Indian Citizen
- c) None of the above

20. The process of trimming off unwanted parts in a photograph is known as
- Deleting
 - Correcting
 - Trimming
 - Cropping
21. The space between the columns of a newspaper is known as.....
- Gutter space
 - White space
 - Free Space
 - Fill Space
22. The description of news photograph is called as
- Credit
 - Caption
 - Text
 - Lead
23. Which of the following is not important in news reporting?
- Clarity
 - Accuracy
 - Objectivity
 - Positivity
24. Headlines which are stretched across all the columns of a newspaper is called
- Banner Headline
 - Skyline
 - Kicker
 - Anchor
25. News items which are both informative and entertaining are termed as.....
- Hard News
 - Soft News
 - Infotainments
 - Advertorial
26. The first part of a news story is called.....
- Body
 - Text
 - Lead
 - Filler
27. Headlines that run above the masthead of a newspaper are called.....

- a) Skyline
- b) Banner Head
- c) Multi Column Head
- d) Stet Head

Section B

Short Answer Questions (2 Marks)

- 1) Yellow Journalism
- 2) Morgue
- 3) James Augustus Hickey
- 4) Editorial
- 5) Ear panel
- 6) Correspondent
- 7) Balance Makeup
- 8) Inverted Pyramid Style
- 9) Sub Editor
- 10) Newspaper Layout
- 11) Investigative Reporting
- 12) Five Ws and One H
- 13) Deadline
- 14) Vox Pop
- 15) DTP
- 16) Photojournalism
- 17) Credit line
- 18) Tabloid
- 19) Flush Left Head
- 20) Fillers
- 21) Farmer's notebook
- 22) Whitespace
- 23) Beat
- 24) Embargo
- 25) Stylebook
- 26) Flush right Head
- 27) Middle
- 28) Kicker
- 29) Op-ed Page
- 30) By-line
- 31) Timeliness
- 32) Summary Lead
- 33) Press Release

- 34) Letters to the Editor
- 35) Date Line
- 36) Bureau chief
- 37) Banner Head
- 38) Local Page
- 39) Middle
- 40) Summary Lead

Section C

Short Essays (4 marks)

1. What are the important factors that are to be kept in mind while doing an Interview?
2. What is news? Explain.
3. Describe the characteristics of the 'intro' of a news story.
4. Discuss different types of feature stories.
5. What are the qualities required for a reporter?
6. What do you mean by news value?
7. What are the sources of news?
8. How important is the cultivation of sources for a reporter?
9. What is the difference between an article and editorial?
10. Write a note on human-interest features.
11. Discuss the functions of an editorial department?
12. Briefly discuss various aspects of Defamation.
13. Interviews are an important source of news for reporters. Elucidate.
14. Explain the importance of a style sheet in newspapers.
15. List the functions of news headlines.
16. In what way a magazine is different from a newspaper?
17. Differentiate between Hard and soft news
18. How investigative reporting is different from interpretive reporting?
19. Explain in detail the fundamentals of editing.
20. Describe the structure and functioning of the editorial department in a medium sized newspaper.
21. Explain the activities of circulation department of a newspaper.
22. Write a note on tips for good headline writing.

Section D

Essays (15 marks)

1. What is news? Define. Discuss in detail the criteria for deciding news values.
2. Enumerate the various departments and their functions of a newspaper establishment.

3. Writing a good Lead or Intro is the biggest challenge of a reporter. Why? Discuss various kinds of leads?
4. What are the basic components and structure of a news story? Elaborate.
5. Headline writing is an art. Explain in detail various kinds of headlines seen in a news paper.
6. Discuss the principles and elements of newspaper design and layout.
7. Explain the structure of the editorial department of a newspaper enumerating the responsibilities of the key persons.

B Voc Programme in Broadcast Journalism

First Semester

SDC1BJ02: Introduction to Broadcast Media

Section A

Objective Type Questions (1 Mark)

1. Name the scientist who predicted the existence of radio waves?
 - a) Albert Einstein
 - b) Guglielmo Marconi
 - c) James Clerk Maxwell
 - d) Charles Babbage

2. A link from a satellite to a ground station is called as.....
 - a) Downlink
 - b) Uplink
 - c) Hyperlink
 - d) D-Link

3. A terrestrial radio station designed for extra planetary telecommunication with a spacecraft is called.....
 - a) Earth Station
 - b) Satellite
 - c) Transmission Centre
 - d) Ground Zero

4. Mohsen Makhmalbaf is anfilm maker
 - a) Iranian
 - b) Iraqi
 - c) Israeli
 - d) Afghani

5. Memory card is an example of
 - a) Balancing pixels
 - b) Storage device
 - c) Information format
 - d) None of the above

6. Acoustics is
 - a) Science of Sound
 - b) A sound recording equipment
 - c) Music equipment

- d) Unit of Sound
7. During the evolutionary period of cinema, Edward Muybridge experimented the shooting of
- a) A train arriving in the station
 - b) A fireman extinguishing fire
 - c) Workers leaving a factory
 - d) The galloping of a horse
8. The general character of a SLR Camera is.....
- a) Interchangeable Lens
 - b) Fixed Lens with Optical Zoom
 - c) No Image sensors
 - d) Auto Focus
9. Name the educational channel of Doordarshan?
- a) Bharati
 - b) Gyan Darshan
 - c) Vidya Bharati
 - d) ETV
10. DAB stands for.....
- a) Digital Audio Broadcasting
 - b) Direct Audio Broadcasting
 - c) Direct Auto Broadcasting
 - d) Digital Auto Broadcasting
11. Who is known as the father of Indian cinema?
- a) K A Abas
 - b) Dada Saheb Phalke
 - c) R G Torney
 - d) Satyajit Ray
12. The headquarters of the Central Board of Film Certification is located at.....
- a) New Delhi
 - b) Chennai
 - c) Mumbai
 - d) Hyderabad
13. DJ stands for
- a) Disc Jockey
 - b) Drive Jockey
 - c) Disco Jockey

d) Diva Jockey

14. Who among the following is considered as the inventor of radio?

- a) Thomas Alva Edison
- b) Albert Einstein
- c) Benjamin Franklin
- d) Guglielmo Marconi

15. Who was the first chairman of Prasar Bharati?

- a) Nikhil Chakraborty
- b) Hiranmay Karlekar
- c) S.S. Gill
- d) Bareen Sengupta

16. Hertz (Hz) is the unit of.....

- a) Wavelength
- b) Amplitude
- c) Frequency
- d) Sound

17. HD format means.....?

- a) High Definition
- b) High Density
- c) High-Tec Digital
- d) None of the above

18. Name the first talkie in Malayalam?

- a) Vigatha Kumaran
- b) Jeevithanouka
- c) Balan
- d) Newspaper Boy

19. Doordarshan started colour transmission in the year.....

- a) 1980
- b) 1981
- c) 1982
- d) 1983

20. The first Radio broadcast in India began in.....

- a) Calcutta
- b) Shimla
- c) New Delhi
- d) Bombay

21. The tonal characteristic of sound is called.....
- a) Pitch
 - b) Timbre
 - c) Frequency
 - d) Loudness
22. The practice of creating audio and video content and distributing them to a mass audience through radio, TV or internet is known as.....
- a) Mass Communication
 - b) Broadcasting
 - c) Scripting
 - d) Uploading
23. Which of the following state was not covered under SITE experiment?
- a) Kerala
 - b) Bihar
 - c) Karnataka
 - d) Orissa
24. Who was the first Controller of Broadcasting in India?
- a) Sir Ibrahim Rahimtoola
 - b) Sultan Chenoy
 - c) Lionel Fielden
 - d) AS Bkhari
25. The All India Radio was set up on.....
- a) October 24, 1941
 - b) October 24, 1942
 - c) September 1, 1945
 - d) August 8, 1945
26. Who was the first Director General of AIR?
- a) Ahamed Shah Bokhari
 - b) Louis Mountbatten
 - c) Lionel Fielden
 - d) Sultan Chenoy
27. Vivdh Bharati Service of All India Radio was inaugurated in the year
- a) 1947
 - b) 1957
 - c) 1946
 - d) 1950

28. Name the American Satellite used to transmit SITE programme in the year 1975?
- a) Insat
 - b) ATS
 - c) Aryabhata
 - d) Sputnik
29. The Prasar Bharati Bill to grant autonomy to AIR and DD was passed in the year.....
- a) 1997
 - b) 1995
 - c) 1990
 - d) 2000
30. Which of the following is an FM channel of AIR?
- a) Radio Mirchi
 - b) Suryan FM
 - c) Janavani FM
 - d) FM Gold
31. Which company first demonstrated the television set in India in the year 1958?
- a) Tata
 - b) Philips
 - c) Onida
 - d) Samsung
32. Which among the following was the first private channel to operate in India in the year 1991?
- a) Star
 - b) CNN
 - c) Asianet
 - d) Indiavision
33. The perceived strength or intensity of a sound is called.....
- a) Wavelength
 - b) Loudness
 - c) Frequency
 - d) Voice
34. An electronic device for detecting Radio Frequency transmissions and demodulating them so they can be seen and/or heard.....
- a) Receiver

- b) Transmitter
- c) Amplifier
- d) Speaker

35. A subtle echo effect accompanying a sound is called.....

- a) Modulation
- b) Amplification
- c) Reverberation
- d) Refraction

36. A specific portion of the electromagnetic spectrum used by carrier waves in broadcasting. Also known as RF.

- a) Red File
- b) Radio Frequency
- c) Radio FM
- d) Radiation Free

37. The primary colors of light used to create a color TV image?

- a) RWB
- b) RCB
- c) RKB
- d) RGB

38. An electronic device that modulates the audio and video signals onto a carrier wave for TV broadcasting.

- a) Transmitter
- b) Receiver
- c) Amplifier
- d) Console

39. A ground-to-satellite transmitter link is known as.....

- a) Downlink
- b) Uplink
- c) Antenna
- d) Dish

40. Wide bandwidth cable or phone line allowing views to see or download full motion video in real time is called.....

- a) Video on Demand
- b) Cable TV
- c) DTH
- d) HDTV

41. The use of a two-way video system for interactive communication with groups at distant locations is called.....
- Video on Demand
 - Videoconferencing
 - Internet Protocol Television
 - Multimedia
42. The prevailing background sound at a specific location is called as.....
- Dialogue
 - Music
 - Ambient Sound
 - Sound Effects
43. A satellite ground station that functions as a hub connecting a satellite or geocentric orbital network with a terrestrial telecommunications network is known as.....
- Radio Station
 - Space Station
 - Teleport
 - OB Van

Section B

Short Answer Questions (2 Marks)

- Amplitude Modulation
- Teleport
- Frequency
- New Generation Cinema
- Pay Channels
- Guglielmo Marconi
- Broadcasting
- Indiavision
- RJ
- Acoustics
- Media Convergence
- Cable TV
- OB Van
- Lumiere Brothers
- Satyajit Ray
- Uplink
- BBC

18. Sound Bridge
19. Radio Mango
20. Frequency Modulation
21. New Wave cinema
22. Downlink
23. All India Radio
24. Internet Radio
25. Earth Station
26. Terrestrial Transmission
27. Video Jockey
28. SFX
29. DD
30. FTA Channels
31. Ambient Sound
32. Parallel Cinema

Section C
Short Essays (4 marks)

1. Write a short essay on Satellite Instructional Television Experiment.
2. Discuss the scope and relevance of community radio stations.
3. How DTH is different from other transmission technologies?
4. What is sound? What are the main characteristics of sound?
5. Trace the origin and growth of radio in India.
6. Elucidate the characteristics of film as a medium of mass communication.
7. Write a note on Prasar Bharathi.
8. Discuss the organizational structure of a medium scale radio station.
9. Differentiate between satellite and terrestrial transmission.
10. What are the differences between pay channels and free-to-air channel?
11. Trace the evolution of television in India.
12. Discuss in detail the characteristics of television.
13. Distinguish between uplinking and downlinking.
14. Illustrate the nature and characteristic of radio as a medium.
15. Write a note on any private FM channel in Kerala.
16. What is the importance of silence in radio and television programmes?
17. How Internet radio is different from other radio broadcasting?
18. Differentiate between analog and digital transmission.
19. Radio is a background medium. Do you agree with this? Elaborate.
20. Elaborate the features of Visual Communication in the context of broadcasting.

Section D
Essays (15 marks)

1. Elaborate the characteristics of Radio as a communication medium with relevant examples.
2. Trace the history and evolution of broadcasting in India.
3. State the evolution of Malayalam Television industry.
4. Discuss in detail the organizational structure of medium scale television station with the roles and responsibilities of each department.
5. Advent of private FM channels in Kerala has resulted in regaining the lost popularity of radio medium. Do you agree with this? Elaborate your views.
6. Elaborate the characteristics of Television as a communication medium with relevant examples.
7. Discuss in detail the organizational structure of medium scale radio station with the roles and responsibilities of each department.

B Voc Programme in Broadcast Journalism

Second Semester SDC2BJ05: Radio Production

Section A Objective Type Questions (1 Mark)

1. Microphone designed to pick up sound in one direction
 - a) Unidirectional microphone
 - b) Multidirectional microphone
 - c) Dual side microphone
 - d) None of the above

2. Music commercial or promo in radio is known as.....
 - a) Byte
 - b) Jingle
 - c) Mingle
 - d) Single

3. The host of radio music program is called.....
 - a) Radio Jockey
 - b) Radio selector
 - c) Radio Producer
 - d) Radio director

4. News Bulletin, Drama, Feature, etc are examples of Radio
 - a) Secondary services
 - b) Formats
 - c) Networks
 - d) All of the above

5. MIDI stands for.....
 - a) Musical Instrument Digital Interface
 - b) Mini Disc
 - c) Brand name of recording equipment
 - d) None of the above

4. Nuendo is an example of
 - a) Radio Station
 - b) Audio Editing Software

- c) Mic brand
- d) XLR Cable

5. Which one of the following is the most rugged and widely used microphone which is noted for its bright and articulate quality?

- a) Dynamic Microphone
- b) Condenser Microphone
- c) Velocity Microphone
- d) Wireless Microphone

6. The tonal characteristic of the sound wave is known as.....

- a) Frequency
- b) Pitch
- c) Amplitude
- d) Timbre

7. The musical identity of a radio station is called as.....

- a) Jingle
- b) Promo
- c) Signature Tune
- d) Station ID

8. Radio Mattoli is an example of.....

- a) Community radio station
- b) Internet Radio
- c) Campus Radio
- d) Highway Radio

9. Which of the following is an interactive radio format?

- a) News Bulletin
- b) Running Commentary
- c) Phone-in Programme
- d) Talk Show

10. Which of the following is the oldest radio format?

- a) Radio Talk
- b) Phone-out
- c) Music Show
- d) Phone-in

11. Which of the following is an example of phone-in programme?
- a) *Monchum Mozhiyum*
 - b) *Hello Ishtaganam*
 - c) *Vayalum Veedum*
 - d) *Yuvavani*
12. A basic desktop control center used to switch, mix and control audio levels for a variety of audio sources.
- a) Amplifier
 - b) Audio Console
 - c) Audio Editor
 - d) Sound Editor
13. Power which comes from a mixer that is used to operate a condenser mic.
- a) Internal Power Supply
 - b) Mixer Power Supply
 - c) Inbuilt Power Supply
 - d) Phantom Power Supply
14. An internal transducer that converts sound into electrical signal is called.....
- a) Microphone
 - b) Amplifier
 - c) Speaker
 - d) Receiver
15. The electronic term which measures the amount of opposition a mic has to an AC current, such as an audio signal, usually measured in ohms.
- a) Impedance
 - b) Velocity
 - c) Frequency
 - d) Resistance
16. A continuum of all electromagnetic waves arranged according to frequency and wavelength is called as.....
- a) Light Meter
 - b) Frequency Spectrum
 - c) Electromagnetic Spectrum
 - d) Wavelength Spectrum

17. The process of varying the frequency of a carrier wave in proportion to the amplitude of a baseband signal.
- a) Frequency modulation
 - b) Amplitude modulation
 - c) Wavelength modulation
 - d) Career wave modulation
18. Illegal or non-regulated radio transmission is known as.....
- a) Internet Radio
 - b) Pirate Radio
 - c) Longwave Radio
 - d) Shortwave Radio
19. The loudness or volume of a sound is known as.....
- a) Amplitude
 - b) Frequency
 - c) Timbre
 - d) Pitch
20. Amplitude is measured in.....
- a) Decibels
 - b) Hertz
 - c) Ohms
 - d) Watt
21. "People wake up with clock radios, jog with headset radios, party with boom boxes and commute with car radios. People listen to sports events on the radio even if they are in the stadium." Whose words are this?
- a) John Vivian
 - b) Samuel Morse
 - c) Guglielmo Marconi
 - d) Marshal McLuhan
22. Which of the following takes care of the overall administration activities in a radio station?
- a) Sales Department
 - b) Administration Department
 - c) Programme Department

d) Technical Department

23. Electronically increasing the power of a signal is known as.....

- a) Modulation
- b) Amplification
- c) Automation
- d) Demodulation

24. The technique of slowly lowering or raising volume level of a audio is known as.....

- a) Fade
- b) Dissolve
- c) Cut
- d) Bridge

25. A Microphone pickup pattern that picks up sound equally well from all directions.

- a) Unidirectional
- b) Bidirectional
- c) Omnidirectional
- d) Cardioid

26. PSA in radio broadcasting is known as.....

- a) Product Service Announcement
- b) Private Service Advertising
- c) Product Sale Advertising
- d) Public Service Announcement

27. A microphone filter used to prevent popping and distortion.

- a) Windscreen
- b) Scrimp
- c) Reflector
- d) Barn

28. A microphone suspended above and in front of a performer is known as.....

- a) Boom Microphone
- b) Lapel Microphone
- c) Studio Microphone
- d) Pressure Zone Microphone

29. Unwanted sound or static in an audio signal is called as.....
- a) Distortion
 - b) Ambient
 - c) Noise
 - d) Snow
30. Playing sound or video in real time as it is downloaded over the internet rather than storing it in a local file is known as.....
- a) Streaming
 - b) Broadcasting
 - c) Podcasting
 - d) Narrowcasting

Section B

Short Answer Questions (2 Marks)

1. Jingle
2. *Vellarikkapattanam*
3. Sound Editor
4. Isolation Booth
5. Audio News Releases
6. Condenser Microphone
7. Audio Console
8. Vivdh Bharathi
9. Announcer
10. Online radio
11. Dynamic microphone
12. Boom Mic
13. Radio Feature
14. Lapel Mic
15. Running Commentary
16. Club FM
17. Blimp
18. Radio Jockey
19. Signature tune
20. Live Room
21. Radio Drama

22. Farm & Home
23. News Reel
24. Pop Filter
25. Electromagnetic Spectrum
26. Radio Ad

Section C

Short Essays (4 marks)

1. How short wave radio is different from long wave radio?
2. Explain the working principle of dynamic microphone with the help of diagram.
3. What are the requisites of radio interviewing?
4. Why should radio script be written for the ear? Explain.
5. Differentiate between AM and FM stations.
6. Radio drama is a story told in sound alone. Discuss.
7. Compare the programme formats of any private FM channels with AIR.
8. What are the qualities of a good radio producer?
9. Spoken Word, Music and Sound effect are the most important ingredient of any radio programme. Justify.
10. Elaborate the working principle of a condenser microphone with the help of diagram.
11. What are the things to consider while selecting a microphone?
12. Discuss the differences between Internet Radio and Satellite Radio.
13. Write a short essay on Radio Drama.
14. What you mean by All Music Programme format?
15. Write a note on radio commercials.
16. Differentiate between the job profiles of a radio announcer and radio jockey.

Section D

Essays (15 marks)

1. Discuss the various stages in the production of a radio programme in detail.
2. Radio use different programme formats to reach its audience. Discuss the common programme formats seen in India radio stations.
3. What are the different types of microphones? Discuss in detail.

4. Deciding on appropriate programme format requires much research.
Discuss about the details that you should know about your audience before deciding the format.
5. Compare the programme formats of a private FM Radio with AIR programmes.
6. Prepare a 5-minute script for a news bulletin covering different types of news items of your choice.

**B Voc Programme in Broadcast Journalism
Second Semester**

SDC2BJ06: Television Production

Section A

Objective Type Questions (1 Mark)

1. The minimal amount of light that allows the camera to see the subject is called as.....
 - a) Back Light
 - b) Base Light
 - c) Reflected Light
 - d) Flood Light

2. Which shot represents the perception or view point of a specific character?
 - a) Point of view shot
 - b) Perceived shot
 - c) Close up shot
 - d) Ariel shot

3. The Dutch angle shot is also called
 - a) Oblique shot
 - b) The other shot
 - c) Medium shot
 - d) Close up shot

4. Replacing a specific colour in with another image source in a studio product is called as.....
 - a) Chroma Key
 - b) Cut
 - c) Dissolve
 - d) Montage

5. A shot in which two actors appear within the frame
 - a) Two actor shot
 - b) Two shot
 - c) Dual shot
 - d) None of the above

6. Which of the following shot is considered as a neutral shot?

- a) Eye level shot
- b) Over head shot
- c) Two shot
- d) Bird's Eye View

7. XLS means

- a) Extreme Long Shot
- b) Extra Large Shot
- c) Extreme Large shot
- d) Extra Long Shot

8. Electronic adjustment of camera to retain the truest colours of a recorded image by making white objects in the scene appears white in the camera.

- a) White balance
- b) Focusing
- c) Keying
- d) None of the above

9. Which are the three basic colours used in Video Processing?

- a. Red, Yellow, Green
- b. Yellow, Green, Blue
- c. Red, Blue, Green
- d. Blue, Black, Red

10. The lateral movement of a video camera is called

- a. Tilt
- b. Pan
- c. Zoom
- d. Dolly

11. Which of the following device projects and advances text on mirror directly in front of camera's lens, allowing talent to read their lines while appearing to maintain eye contact with viewers.

- a) Prompter
- b) Teleprompter
- c) Tele-reader
- d) Machine reader

12. A rapid, jerky transition from one frame to the next, either disrupting the flow of time or movement within a scene or making an abrupt transition from one scene to another is termed as....

- a) Clear cut
- b) Jump cut
- c) Fade
- d) Smog

13. The telling of a story and the information supplied to the audience by a voice coming from off screen who may or may not be a character in the story.

- a) Voice over
- b) Narration
- c) Characterization
- d) Casting

14. Amount of light that falls in to the sensor of the camera

- a) Exposure
- b) White balance
- c) Depth of Field
- d) Three point lighting

15. A movement in which the camera turns to right or left on a horizontal axis.

- a) Zoom
- b) Pan
- c) Tilt
- d) Cross

16. Expand IPTV

- a) Indian Private Television
- b) International Private Television
- c) Internet Protocol Television
- d) None of the above

17. Graphic representation such as a series of illustrations or images displayed in sequence for pre Visualizing a motion graphic is called.....

- a) Script
- b) Storyline
- c) Storyboard
- d) Story

18. Opening shot of a scene, normally a wide angle distant perspective that orients viewers to the overall setting and surroundings.

- a) Close up
- b) Establishing shot

- c) Bird's view
- d) Eye level

19. Generation loss is the most minimal in.....

- a) Nonlinear editing
- b) Transferring
- c) Linear editing
- d) Assemble editing

20. Which of the following is not video editing software?

- a) FCP
- b) AVID
- c) Adobe Premiere
- d) Audacity

21. ENG means....

- a) English News Group
- b) Electronic News gathering
- c) Electronic News Group
- d) English News Gathering

22. CCD is related to.....

- a) Sensor
- b) Lens
- c) Shutter
- d) Flash

23. Which was the first 24 hours news channel in Malayalam?

- a) Asianet news
- b) India Vision
- c) Surya
- d) Kairali

24. The technique of condensing or expanding time through editing is known as.....

- a) Acceleration Editing
- b) Insert Editing
- c) Linear Editing
- d) Fade

25. The editing process whereby a new video or audio sequence is consecutively added to a previously edited scene, complete with the associated control track is called as.....

- a) Assemble editing
- b) Insert editing
- c) Acceleration Editing
- d) Non Linear Editing

26. The prevailing background sound at a specific shooting location is known as.....

- a) Ambient sound
- b) Acoustics
- c) Echo
- d) Sound Track

27. The person in charge of designing and developing production elements that relate to graphics and sets.

- a) Location Director
- b) Associate Director
- c) Floor Manager
- d) Art Director

28. The numerical ratio of picture width to height is known as.....

- a) Aspect ratio
- b) Focal Length
- c) Focus ratio
- d) Aperture ratio

29. Light directed from behind and above the subject used to separate and add dimension to a scene.

- a) Key Light
- b) Fill Light
- c) Back Light
- d) Background Light

30. Side or top flaps attached to front of a Fresnel light to shape the light beam is known as.....

- a) Barn door
- b) Scrimp
- c) Flap
- d) Cover

31. A short visual or audio sequence designed as a transition between two program elements is known as.....
- a) Cut
 - b) Dissolve
 - c) Bridge
 - d) Fade
32. An editing approach based on either a temporal or logical sequence that centers on maintaining a smooth flow of events.
- a) Continuity Editing
 - b) Assemble editing
 - c) Insert editing
 - d) Acceleration Editing
33. Large white cards used by on-camera talent to help them remember dialogue.
- a) Clap
 - b) Cue cards
 - c) Sound Cards
 - d) Drum Cards
34. An adjustable electrical circuit that lowers the voltage on a light, thereby reducing its intensity and color temperature.
- a) Scoop
 - b) Fresnel
 - c) Inverter
 - d) Dimmer
35. A close-up shot of something significant within the basic scene is known as.....
- a) Insert shot
 - b) Cut Away Shot
 - c) Truck Shot
 - d) Dolly Shot

Section B

Short Answer Questions (2 Marks)

- 1) Steady Cam
- 2) Inset Shot
- 3) Fade-In
- 4) AVID

- 5) EFP
- 6) Depth of Field
- 7) Transition
- 8) Aspect Ratio
- 9) P to C
- 10) B-roll
- 11) Viewfinder
- 12) Monopod
- 13) Headroom
- 14) Boom mic
- 15) acoustics
- 16) Montage
- 17) Post-Production
- 18) Frames
- 19) Truck Shot
- 20) Story Board
- 21) Composition
- 22) NLE
- 23) Mid shot
- 24) Cut Away
- 25) ENG
- 26) Key Light
- 27) Omni directional mic
- 28) Rule of Thirds
- 29) Chromakey
- 30) Dutch Angle Shot
- 31) White Balance
- 32) Background Light

Section C

Short Essays (4 marks)

1. What are the different stages in pre-production?
2. Differentiate between a truck shot and a zoom.
3. What you mean by a television standard? Differentiate between PAL and NTSC.
4. Discuss about various types of camera supports.
5. Write a note on Rule of Thirds.

6. How visual effects are important in TV production? Explain Super Imposition and Chromakey.
7. What are the major types of video file formats used in TV industry?
8. Explain the significance of three point lighting in television programmes.
9. What is meant by parallel editing? Explain.
10. What are the major difference between documentary script and feature film script?
11. Distinguish between linear editing and non linear editing. Give suitable examples.
12. Write a short essay on different transition techniques.
13. Write short notes on serials and reality shows.

Section D

Essays (15 marks)

1. Camera shots are classified into different types based on the size, movement and angle. Elaborate with suitable examples.
2. Illustrate the organizational structure of a television station.
3. Elucidate the various steps in television programme production.
4. Discuss the importance of lighting in Television production
5. Critically review a television reality show in Malayalam of your choice.
6. Describe the different types of television programme formats with examples.
7. Explain different techniques used in video editing with relevant examples.
8. Elaborate different stages in scripting and production of a television commercial.

B Voc Programme in Broadcast Journalism

First Semester

SDC1BJ04: Media Laws and Ethics

Section A

Objective Type Questions (1 Mark)

1. Which Article of the India Constitution ensures freedom of speech and expression?
 - a) Article 3 (19)
 - b) Article 19 a 1
 - c) Article 17 (2)a
 - d) Article 19 (1) a

2. Which of the following is a defence against defamation?
 - a) If it were for the public good
 - b) To publish a substantially true report of the proceedings of a court of justice,
 - c) To express in good faith any opinion whatever respecting the conduct of a public servant in the discharge of his public functions,
 - d) All of these

3. Sting operation is a method of.....
 - a) Investigative journalism
 - b) Paid news
 - c) Embedded journalism
 - d) Yellow journalism

4. The term Fourth estate refers to?
 - a) The internet
 - b) The press
 - c) Whistleblowers
 - d) Private media

5. Name the present Chairman of Press Council of India?
 - a) Justice Chandramauli Kumar Prasad
 - b) Justice Markandey Katju
 - c) Justice P B Sawant
 - d) None of them

6. The practice of self censorship in media is mainly exercised by
- Government
 - Readers
 - Editors
 - Political parties
7. The Press Council Act was enacted in the year.....
- 1965
 - 1978
 - 1968
 - 1969
8. A wilful disobedience of a court order or a wilful interference with the administration of Justice is termed as
- Invasion of Privacy
 - Contempt of court
 - Conflict of laws
 - Compensatory damages
9. The freedom of expression is guaranteed under of Indian Constitution
- Article 19(1)(a)
 - Article 19 (2)
 - Article 19 (1)(b)
 - None of these
10. Which of the following is concerned with non criminal matters?
- Civil Law
 - Media Law
 - Public Law
 - Corporate Law
11. The Official Secrets Act was enacted in the year.....
- 1923
 - 1953
 - 1933
 - 1963
12. The unauthorized use of a patent or copyright is termed as
- Infringement
 - Invasion of privacy
 - Slander
 - Libel

13. The maximum number of permissible membership of Lok Sabha?

- a) 550
- b) 545
- c) 570
- d) None of these

14. Who is the ex-officio Chairman of Rajya Sabha?

- a) President
- b) RBI Governor
- c) Vice President
- d) Speaker

15. Copy Right Act in India came into force in the year

- a) 1927
- b) 1946
- c) 2000
- d) 1957

16. False and written statements or materials such as movies or photographs are called.....

- a) Libel
- b) Slander
- c) Offence
- d) Crime

17. Which of the following act governs the cyber space in India?

- a) Cable TV Act
- b) Official Secrets Act
- c) Information Technology Act
- d) Internet Act

18. The concept of Directive Principles of State Policy was borrowed from..... constitution?

- a) British
- b) American
- c) Irish
- d) German

19. The Cinematograph Act which includes provisions relating to constitution and functioning of the Central Board of Film Certification came into effect in.....

- a) 1952

- b) 1956
- c) 1954
- d) 1950

20. Central Board of Film Certification was set up in the year

- a) 1945
- b) 1983
- c) 1956
- d) 1950

21. Which of the following is not related to Intellectual Property Right?

- a) Patent
- b) Trademark
- c) Copyright
- d) None of these

22. Supreme Court Chief Justice and the other judges are appointed by?

- a) President
- b) Loksabha
- c) Rajyasabha
- d) Prime Minister

23. Which of the following organization issues norms for journalistic conduct?

- a) Press Council of India
- b) Press Information Bureau
- c) Registrar of Newspapers
- d) Indian Federation of Working Journalists

24. A defamation by means of writing or by any other permanent form such as video tapes, pictures, effigy, etc is known as.....

- a) Libel
- b) Slander
- c) Contempt of Court
- d) Perjury

25. Bahujana hitaya bahujana sukhaya is the slogan of.....

- a) Akashvani
- b) Doordarshan
- c) Times Now
- d) CNN-IBN

26. or the Upper House of the Parliament is a permanent body which cannot be dissolved.

- a) Rajya Sabha
- b) Lokasbha
- c) Lower House
- d) Assembly

27. Maximum number of members in Rajyasabha cannot exceed

- a) 240
- b) 250
- c) 300
- d) 545

28. Which of the following is also known as the Popular House?

- a) Loksabha
- b) Rajyasabha
- c) Upper House
- d) Vidhan Sabha

29. An Act to prevent the dissemination of certain publications harmful to young persons.

- a) The Young Person's Harmful Publications Act
- b) Indecent Representation of Women Act
- c) Whistle Blower's Protection Act
- d) Working Journalists Act

30. Who is is the present chairman of the Central Board of Film Certification?

- a) Lalit Bhasin
- b) Asha Parikh
- c) Leela Samson
- d) Pahlaj Nihalani

31. An invention for which the inventor claims the exclusive right is called.....

- a) Patent
- b) Trademark
- c) Copyright
- d) Intellectual Property

32. A person who exposes misconduct, alleged dishonest or illegal activity occurring in an organization is called as.....

- a) Journalist
- b) Whistleblower

- c) Public Servant
- d) Police Officer

33. Defamation through the spoken word or gesture is called as.....

- a) Libel
- b) Slander
- c) Perjury
- d) Forgery

Section B

Short Answer Questions (2 Marks)

1. Indian Judicial System
2. Yellow Journalism
3. IPC
4. Libel
5. Directive Principles
6. Prasar Bharati
7. Cyber Law
8. Embedded Journalism
9. UA
10. Trade Mark
11. INS
12. RNI
13. Rajyasabha
14. Slander
15. Sting Journalism
16. Geographical Indication
17. Cognizable Offence
18. Fourth Estate
19. CBFC
20. Loksabha
21. Zero Hour
22. Wage Boards
23. Doordarshan
24. Fairness Doctrine
25. Media Censorship
26. Intellectual Property Rights
27. RTI
28. Defamation
29. Article 19 (1)a
30. Official Secrets Act

Section C
Short Essays (4 marks)

1. Briefly discuss various aspects of Defamation.
2. Discuss in detail the contempt of Court Act, 1971.
3. What are the fundamental rights of an Indian citizen?
4. Explain Cable TV regulation act.
5. Write your thoughts on the Freedom of Press in India.
6. Discuss in detail the significance of Official Secrets Act, 1923.
7. Briefly explain various press codes suggested by PCI.
8. What are the important recommendations of Majidia wage board?
9. What you mean by AIR Broadcast Code?
10. What do you mean by Intellectual Property Right? Why do these rights need to be protected?
11. What are the reasonable restrictions for the freedom of speech and expression?
12. Discuss about the Press & Registration of Books Act.
13. Write a note on The Commercial Code of AIR & Doordarshan.
14. What are the major laws related to cyber crime?
15. Describe the directive principles of state policy included in the Indian Constitution.
16. Explain the relevance of Indecent Representation of Women's Act.
17. A journalist must be aware of the danger of contempt of court while performing his duty. Do you agree? Discuss.
18. What are the important provisions in the Drug & Magic Remedies Act?

Section D
Essays (15 marks)

1. Discuss in detail the Right to Information Act and its relevance in Indian context.
2. Trace the evolution of press freedom in India and discuss the Freedom of Speech and Expression. What are the reasonable restrictions for the freedom of speech and expression?
3. Discuss about various laws governing the Press in our country.
4. Examine the relevance of film censorship in India. Discuss about Central Film Certification Board of India and various film certifications.
5. Write a note on the powers and functions of the Press Council of India. Explain the Code of ethics by PCI.
6. Enumerate the basic characteristics and salient features of Indian Constitution.

B Voc Programme in Broadcast Journalism

Second Semester SDC2BJ07: Advertising

Section A Objective Type Questions (1 Mark)

1. Advertising is a form of communication.
 - a) Advocacy Communication
 - b) Persuasive Communication
 - c) International Communication
 - d) Cultural Communication

2. AIDA approach is usually applied for
 - a) Public Relations
 - b) Reporting
 - c) Editing
 - d) Advertisement

3. Which of the following is the most common form of outdoor advertising?
 - a) Stadium advertising
 - b) Advertising on taxis
 - c) Advertising on bus bay
 - d) Billboard advertising

4. A specific coordinated advertising effort on behalf of a particular product or service that extends for a specified period of time
 - a) Campaign
 - b) Trial
 - c) Marketing
 - d) Commercial

5. AAI represents.....
 - a) American Agency for Advertisers Information
 - b) Advertising Agencies Association of India
 - c) Association of Advertising Agencies in India
 - d) Indian Association of Advertising Agencies

6. Advertising is basically a
- a) Paid form
 - b) Propaganda
 - c) Publicity
 - d) Personal selling
7. The word advertising came from the Latin word 'advertere' which means....
- a) to turn the mind toward
 - b) to persuade
 - c) to attract
 - d) to turn away
8. Advertisements appear in vehicles and trains are known as
- a) Indoor Advertising
 - b) Transit Advertising
 - c) Professional Advertising
 - d) National Advertising
9. Which of the following is not a feature of advertising?
- a) Communication
 - b) Information
 - c) Persuasion
 - d) Entertainment
10. Which of the following is not a part of marketing mix?
- a) Product
 - b) Price
 - c) Promotion
 - d) Pedigree
11. The management function which identifies, establishes, and maintains mutually beneficial relationships between an organization and the public is known as
- a) Advocacy
 - b) Public Relation
 - c) Advertising
 - d) Publicity
12. What is the full form of ABC?
- a) Argentina Broadcasting Corporation

- b) Audit Bureau of Circulation
- c) Australian Business Corporation
- d) None of the above

13. The name of the advertiser or logotype that is the distinctive identification symbol for a business is known as.....

- a) Slogan
- b) Signature
- c) Illustration
- d) Clip Art

14. "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". This definition of advertising is put forward by.....

- a) American Marketing Association
- b) Indian Advertising Association
- c) American Advertising Association
- d) World Advertising Association

15. Advertising targeted at individuals or firms who buy or influence the purchase of industrial goods or other services is known as.....

- a) Professional advertising
- b) Industrial advertising
- c) Regional Advertising
- d) Business to Business advertising

16. Which of the following is not an element of print advertising?

- a) Headline
- b) Copy
- c) Slogan
- d) Audio

17. "Just Do It" is the tagline of.....

- a) Nike
- b) Adidas
- c) Puma
- d) Reebok

18. The world's first television advertisement was broadcast by.....

- a) Philips
- b) Bulova

- c) Queensbro
- d) None of the Above

19. HIV/AIDS or Energy conservation advertisements are examples of advertising.

- a) Product Advertising
- b) National Advertising
- c) Public Service Advertising
- d) Professional Advertising

20. Matrimonial column in a newspaper is an example of.....

- a) Retail Advertising
- b) Classified Advertising
- c) National Advertising
- d) Local Advertising

Section B

Short Answer Questions (2 Marks)

1. Town criers
2. Copy Writer
3. Brand Image
4. Product Positioning
5. Surrogate Advertising
6. National Advertising
7. Media Planning
8. USP
9. Direct Mail Advertising
10. ASCI
11. Advertorial
12. Jingle
13. Product Research
14. Market Analysis
15. Slogan
16. Copy
17. Signature
18. Outdoor Media
19. AAI

20.Covert Advertising

21.Celebrity Endorsement

Section C

Short Essays (4 marks)

1. Describe various copy writing techniques.
2. What are the major definitions of advertising?
3. What is the difference between public service advertising and product advertising?
4. Explain the five P's in integrated marketing?
5. Elaborate the principles and components of radio advertisements.
6. What are the functions of advertising?
7. Distinguish between publicity and advertising.
8. How regional Advertising is different from National Advertising.
9. Write down various advertising media and their effectiveness.
10. Discuss the concept of media scheduling in advertising.
11. Briefly explain the impact of television advertising on children?
12. How do you differentiate Professional Advertising and Industrial Advertising?
13. What are the salient features of internet advertisements?
14. Explain the AIDA concept in Advertising.
15. Differentiate between Covert Advertising and Surrogate Advertising.

Section D

Essays (15 marks)

1. Discuss in detail the structure and functions of an advertising agency.
2. Different stages of production of a TV advertising.
3. What is an Ad Campaign? Discuss various stages in Campaign Planning.
4. Explain the basic concept of advertising? What are the important classifications of advertising?
5. Explain various elements of an Advertising copy.
6. Critically examine an ad each from the print, radio and television and give your comments on their effectiveness?
7. Write an essay on the social and economic effects of advertising.
8. Elaborate on different types of advertising media with suitable examples.